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Cedar Rapids



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THE LIBRARY OF THE
MAR 23 1932
UNIVERSITY OF ILLINOIS.

THIS BOOK SHOWS
why
CEDAR RAPIDS
*Occupies so prominent a place
as an industrial and home city*

THE LIBRARY OF THE
MAR 24 1932
UNIVERSITY OF ILLINOIS.

Published for
THE CHAMBER of COMMERCE
CEDAR RAPIDS, IOWA
by
TRU-ART CORPORATION
Compiled by
MARSHALL WALLACE
ADVERTISING

CEDAR RAPIDS, IOWA

A Wonderful Place to Live



EDAR RAPIDS has well been termed a "city of progressive business and of beautiful homes." Metropolitan in its aspect, keen-visioned in its plan for the future, hustling in its progressiveness, yet at all times human, friendly and neighborly.

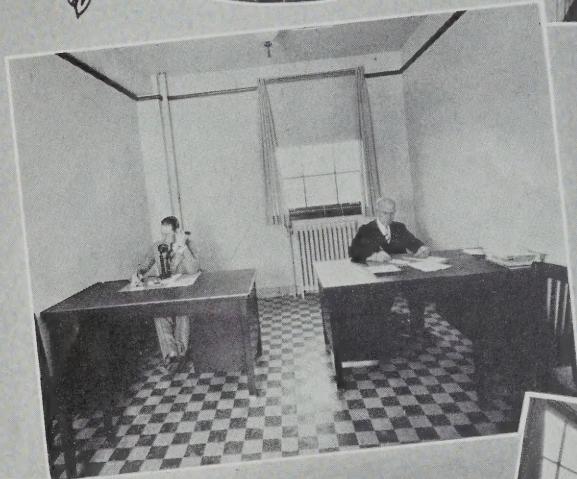
Here, surrounded by Iowa's prosperity---in the midst of a veritable garden spot, live the 58,200 happy, home-loving Americans who constitute the city of Cedar Rapids and are justly proud of the fact. Here is an industrial center without slums or congestion. A busy manufacturing center, yet in every sense of the word a "City Beautiful," famous for its well-kept lawns, shaded streets and ideal living conditions enjoyed by all classes alike.

Cedar Rapids children are especially fortunate to enjoy educational advantages whose excellent reputation is nation-wide. Here is the home of Coe College, one of the oldest educational institutions in the State and with the State University within an hour's easy ride of the city.

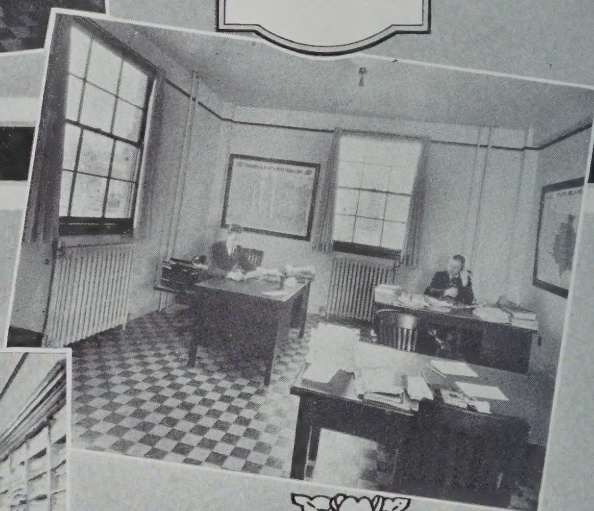
Here is a city without boom or bank failure in its history. Its \$12,000,000 building program now nearing completion includes theatres, hotels and industrial plants creditable to any metropolis many times the size of Cedar Rapids. It is also known for its Municipal Island whose counterpart is found nowhere else in America.

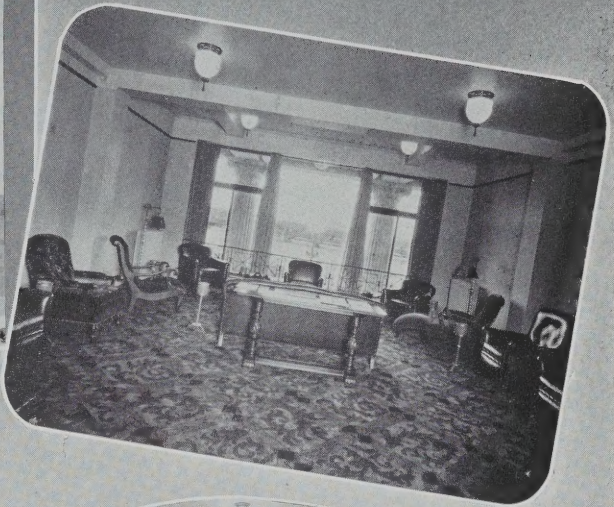
As the converging point of six railroads and the center of a network of hard-surfaced roads, Cedar Rapids transportation facilities should be of especial interest to any business or individual seeking a permanent home.

5 Apr '32
g.H.



Spacious
Quarters |
of the
CEDAR RAPIDS
CHAMBER OF
COMMERCE,
located in the
north end of the
Memorial
Building.





CHAMBER OF
COMMERCE
QUARTERS.

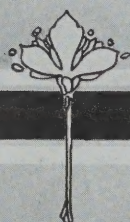
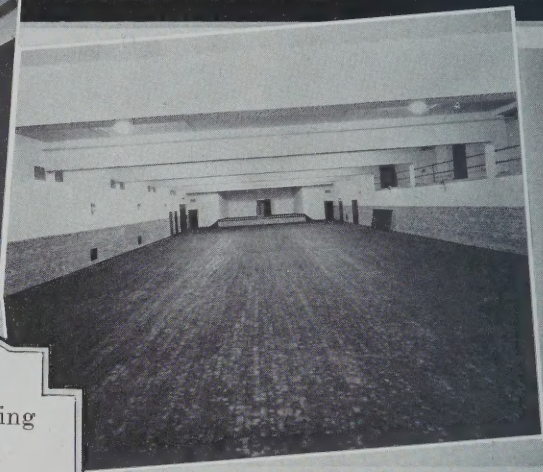
Lounge,
Private Dining
Room,
Main Dining
Room,
and
Banquet Room.



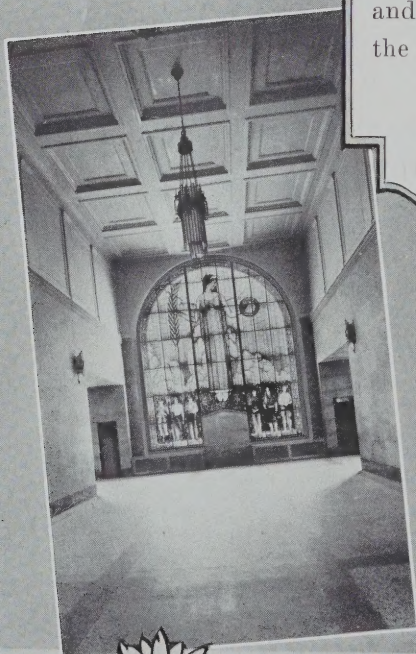
15 p 32
HARGIS

direct
g

April '32



Views showing
Memorial
Auditorium,
Armory,
Memorial Lobby
and Window,
and south end of
the new \$1,000,000
Memorial
Building.



CEDAR RAPIDS, IOWA

THE MUNICIPAL ISLAND



ON PAGE 55 of this book is shown an airplane photograph of Cedar Rapids' famous Municipal Island --- the most unique architectural achievement of its kind ever attempted by any American municipality.

The traveler approaching the city by airplane sees far below him a panorama of beauty, a fleeting reminder of continental Europe --- of Paris, perhaps, with its stately bridges arching the River Seine.

This island, the hub of Cedar Rapids, is located directly in the center of the channel of the Cedar River, presenting, with its verdant green banks, an ideal setting for the proper working out of artistic plans for the seat of Municipal and County government.

Here the people of Cedar Rapids have erected, at a cost of \$1,100,000, a magnificent memorial to those citizens who served honorably in the military or naval service of their country. In this building is housed the City Government, the Grand Army of the Republic, United Spanish War Veterans, the American Legion, the Iowa National Guard and the Chamber of Commerce, and in addition, unequalled Convention or Exposition facilities are provided.

Construction is of Indiana Limestone with base of Phoenix Marble. The main structure, seven stories high,

C E D A R R A P I D S , I O W A

is surmounted by an observation tower, and over this tower, high above the city, overlooking the green hills and homes for which they fought, reposes a sarcophagus for the soldier dead. On each face of the cenotaph supporting this bier is carved a wreath by way of tribute from a grateful people.

Occupying four floors on the opposite side are the spacious quarters of the Chamber of Commerce, including luxurious lounging rooms, convention facilities, a large banquet hall and private dining rooms. In the Memorial Building is also situated the huge hall or auditorium seating 5,000.

Across the broad avenue from the Memorial Building is the imposing gray stone structure of the Linn County Court House.

Spanning the two channels of the Cedar River, and linking the Municipal Island with the east and west sides of the city, are three beautiful bridges, carrying out the atmosphere of continental Europe in design, and representing an investment of \$1,000,000. At night the scintillating rows of arc lights illuminating the bridges, together with the blaze of light from the Memorial Building, are reflected by the eddying current of the Cedar. The result is a setting that would seem miles away from the hustle of a busy city in Iowa.

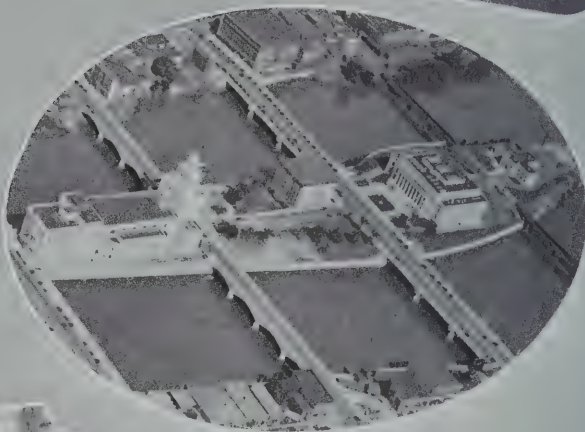


CIVIC PROGRESS





LOOP SCENES
 FIRST AVENUE
 THIRD AVENUE
 MUNICIPAL
 ISLAND,
 showing
 New Memorial,
 Chamber of Commerce Building,
 Court House
 and County Jail.
 SECOND STREET
 THIRD STREET



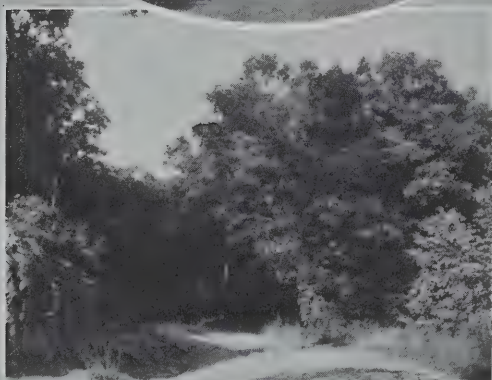


Views in
ELLIS PARK,
with Municipal
Golf Course and
Municipal Bathing
Beach.
Also Cedar View
Golf Club Home.





Park views in
BEVER, SHAVER,
RIVERSIDE
and
DANIELS
CITY PARKS.





BEAUTIFUL
DRIVES
in
Residential
Cedar Rapids.



CEDAR RAPIDS, IOWA



EDAR RAPIDS is in Linn County, Iowa, on the Cedar River, and covers an area of approximately 26 square miles. It is 75 miles directly west of the Mississippi River by railroad, 219 miles west of Chicago, 250 miles south of St. Paul and Minneapolis, 270 miles east of Omaha, 296 miles northeast of Kansas City, and 310 miles north of St. Louis.

POPULATION

Its population in September, 1928, by Government estimate, or exactly eight years after the last decennial census, was 58,200. This, compared with the census returns of 45,566, shows an increase in eight years of 22%.

Here are some of the character-

istics of the Cedar Rapids population:

	1920 Census	1928 Survey (January Figures)
Population	45,566	55,590
Males	22,433	27,368
Females	23,133	28,222
Persons over 21..	29,676	36,205
Males	14,699	17,933
Females	14,977	18,272

It is also interesting to note that the excess of births over deaths in Cedar Rapids since the 1920 census has numbered 3,060. The number of children of school age has increased 15% since 1920, and the number of qualified voters increased 20% in the same length of time.

OCCUPATIONAL ESTIMATES

An interesting comparison of occupations for 1928 with the 1920 census reveals the following:

MALES

	1920 Census	1928 Est.
Persons over 10 years	18,483	22,549
All occupations	14,954	18,243
Manufactures	6,953	8,482
Transportation	2,001	2,441
Trade	3,078	3,755
Professional service	654	798
Domestic—pers. service	597	782
Clerical service	1,161	1,416

FEMALES

	1920 Census	1928 Est.
Persons over 10 years	19,368	23,529
All occupations	4,812	5,871
Manufactures	1,101	1,343
Transportation	140	171
Trade	619	755
Professional service	791	965
Domestic—pers. service	1,083	1,321
Clerical service	1,065	1,288

NATIVITY AND COLOR OF POPULATION

Native-born white	88.5 per cent
Foreign-born white	9.8 “ “
White, nativity unknown1 “ “
Colored	1.6 “ “

C E D A R R A P I D S, I O W A

WATER SUPPLY

Cedar Rapids has just passed a bond issue for a new \$660,000 Water Works to be constructed immediately. This is in order that the water supply may keep pace with the tremendous demands placed upon it by the growing residence and industrial districts.

The new plant will secure its entire water supply from the Cedar and will be equipped with the most modern devices obtainable for purifying and softening the water. Its hardness will not exceed 6 grains.

The present gravity system of Water Works is operated in connection with an 8,000,000 gallon storage reservoir located in Bever Park at an elevation of 172 feet above the business district of the city. The supply is taken partly from the Cedar River and partly from artesian wells. These wells have a combined capacity of two and one-half million gallons per day. The Cedar River water is purified by sedimentation and mechanical sand filtration.

A system of feeder pipes radiating into all sections of the city was installed in 1922 and 1923, giving sufficient pipe capacity for distribution of the water into

all sections of the city with very small frictional losses.

EDUCATIONAL WORK

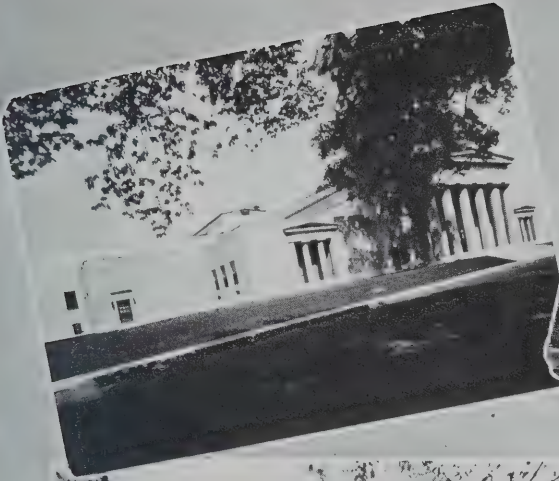
Cedar Rapids is especially fortunate in its Public School system. Educators of note in other portions of the country comment most favorably upon the high standards maintained in Cedar Rapids schools and the modern teaching methods used. In the past five years four Junior High Schools have been built here. Each of these is a model of excellence from the standpoint of location, educational equipment, and teaching staff. The Public School system in Cedar Rapids today represents an investment of \$4,570,980, and includes, in addition to the four Junior High Schools, nineteen elementary schools, one ungraded school and two Senior High Schools. There are also eight Parochial Schools and the Mount Mercy Academy for girls. The total enrollment in the public, private and parochial schools is 14,874.

Cedar Rapids is also the home of Coe College, one of the leading educational institutions of the Middle West, with an enrollment of 1,200 students, and of the Cedar Rapids Business College with an enrollment of 600.



CEDAR RAPIDS
COUNTRY
CLUB.
New home, views
of the
Golf Links
—And—
Annual Pool
Party.





IOWA CONSISTORY
No. 2.

IOWA MASONIC
LIBRARY.

EL KAHR
SHRINE TEMPLE.
SOKOL BUILDING.

ELKS' CLUB.
and
KNIGHTS OF
PYTHIAS HOME.





ST. LUKE'S
HOSPITAL.

MERCY HOSPITAL.

Y. M. C. A.

PUBLIC LIBRARY.

WEST SIDE
HOSPITAL.

Y. W. C. A.





CHURCHES.

St. Patrick's Catholic

St. Paul's M. E.

St. Matthews Catholic

People's Church

First Presbyterian

Second Christian

Immaculate Conception Catholic





CHURCHES.

United Brethren.

St. Wenceslaus
Catholic.

Kenwood Pres.

First Lutheran.

First Christian.

St. John's Episcopal.

First Congregational.





CHURCHES.

Immanuel Evan.

First Baptist

Grande Ave. Pres.

Sinclair Memorial

Grace Episcopal

Trinity M. E.

First United Pres.

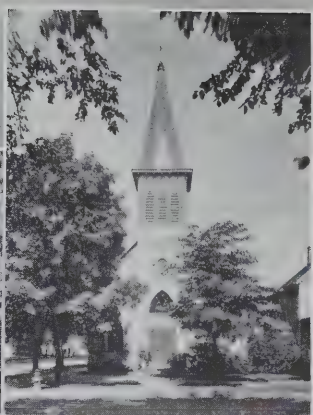




CHURCHES.

First Church of
Christ, Scientist.
Bohemian Presby.
Central Park Presby.
Westminster Presby.
United Evangelical.
Free Methodist.
First Reformed.





CHURCHES.

Jewish Synagogue.
Trinity Lutheran.
St. James M. E.
Saron Evangelical.
Calvary Baptist.
Bethany Cong.
St. Ludmila's
Catholic.
7th Day Adventist.
Greek Church.
Jewish Synagogue.



CEDAR RAPIDS, IOWA

TRADE TERRITORY

Within the sixty-mile radius constituting the Cedar Rapids trading center is a population of 300,000. It is safe to say that those living within this radius make Cedar Rapids their shopping center, coming here to supply all but their simplest needs.

TRANSPORTATION

Transportation facilities are excellent. Six railroads reaching to all parts of the State operate 118 passenger trains a day into Cedar Rapids. These systems handle more than 3,000,000 tons of freight for the city annually, providing more than seventy freight trains to meet the daily needs of shippers. Detailed advantages of Cedar Rapids as a shipping center are discussed later in this book under the head of "Transportation."

PUBLIC RECREATION

Cedar Rapids has provided an abundance of opportunity for rest and recreation in its beautiful chain of parks and playgrounds. There are five large parks and thirteen smaller ones

containing 397.15 acres. Bever Park, originally a forest, has been left as nearly as possible in its natural state. It possesses delightful facilities for picnics and also has a zoological garden. Ellis Park, located on the west bank of the Cedar River, is equipped with a municipal bathing beach, baseball diamonds, tennis court and a municipal golf course. Another park reached by winding roads through deep-cut woods is Shaver Park overlooking the Cedar River from a range of foothills.

Frontier Park, the largest amusement park in the State, is provided with an amphitheatre seating 12,000. Livestock shows, horse and automobile races, fairs, exhibitions and the annual Rodeo are held here.

FIRE AND POLICE PROTECTION

Six modern fire stations equipped with motor-driven fire apparatus and manned by fifty-eight firemen provide adequate fire protection for the city. The police department also has motor equipment, with forty men employed.



Outstanding
Buildings in
Cedar Rapids.
W. J. BROWN,
Architect.
Associate Archi-
tect on Memorial
Building and
Cedar Rapids
Country Club.



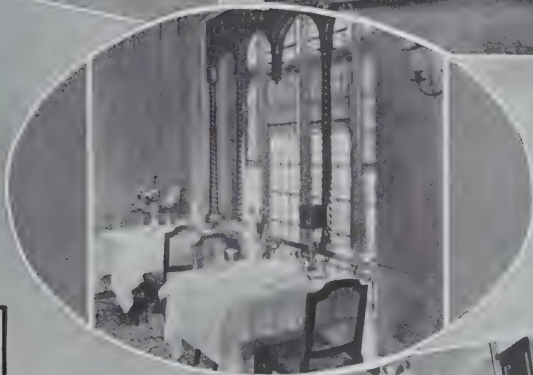
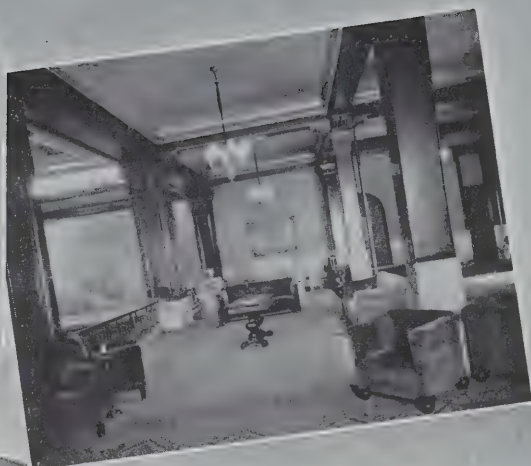


Home Office
Building and four
interior views
of the

IOWA MUTUAL
LIABILITY INS.
COMPANY.

IOWA
AUTOMOBILE
MUTUAL INS.
COMPANY.





HOTEL MONTROSE

Mezzanine,
Crystal Ballroom,
Corn Room,
Corner Dining
Room,
and
Coffee Shop.





Offices
Cedar Rapids Gas Co.

Gas for
Cooking, Water-heating,
House-heating, Refrigerating,
Incinerating, and all
Industrial Uses.

56 Years of uninterrupted service
A few gas heated homes





Home Office
Building and
Interior Views
of
INTER-OCEAN
REINSURANCE
COMPANY,
Cedar Rapids,
Iowa.



CEDAR RAPIDS, IOWA

CLIMATIC CONDITIONS NEAR CEDAR RAPIDS

Being situated near the geographical center of the United States, the climate of Cedar Rapids is continental in type. Winters and summers are normal temperature, with a large percentage of sunshine. As there is little range to the elevation of the surrounding territory, the climate is similar with only minor variations of temperature and rainfall.

The average annual temperature of the Cedar Rapids district is 48°. Extreme heat and cold are only registered at rare intervals, and the prevalent dryness of the air serves to minimize the unpleasantness of sudden changes. The average amount of rainfall is 32.22.

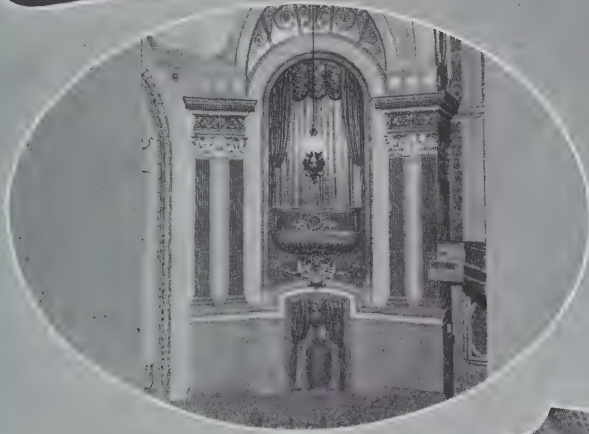
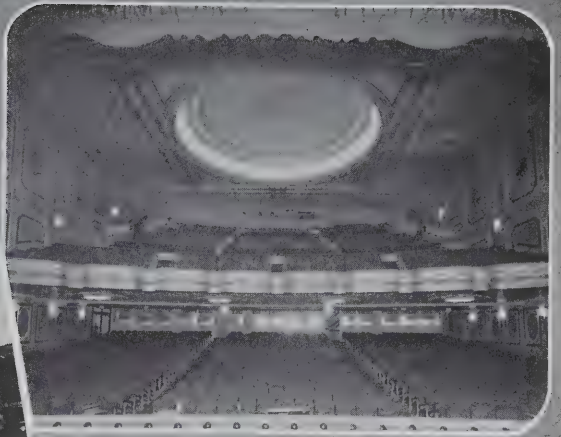
From November to March precipitation is light with only about 20% of the annual amount. It comes, however, mostly in the form of snow, which is the best form possible for the protection of grasses and preventing the washing and leaching of the soil in plowed fields.

Blizzards are rare, and when they do occur there is little damage done, as the Highway Commission keeps the primary roads clear and passable for traffic.

During the winter months the precipitation is considerably heavier over the Cedar Rapids area than in the western part of the State, but in the summer months conditions are the reverse, with the western section receiving considerably more rain. Much of the rainfall comes in the form of gentle showers excepting during the passage of a low area from the Southwest to the lower lakes, when a heavy rainfall is general and will continue for one or two days. Heavy storms and tornadoes are no more liable to occur in Iowa than in other portions of the mid-continent regions.

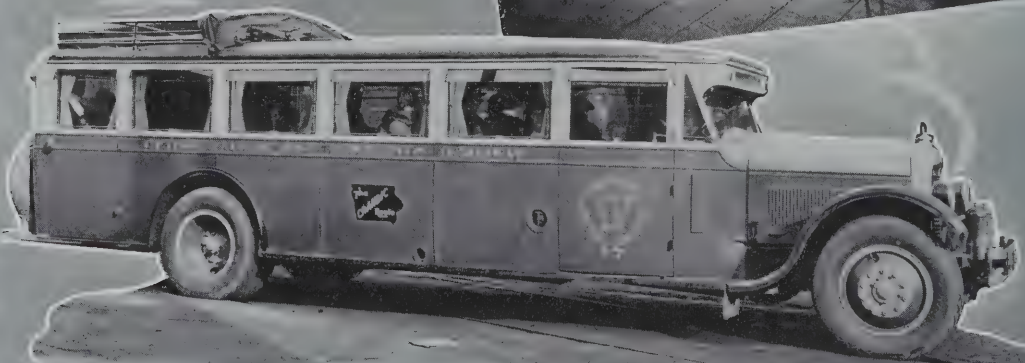
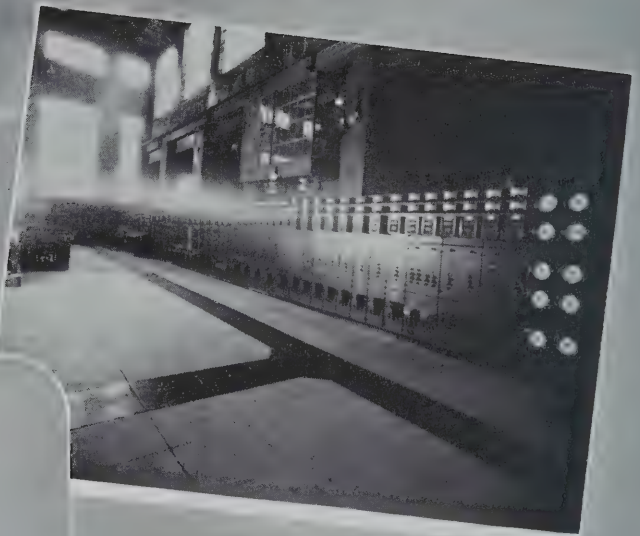
From the middle of September to the middle of November, and frequently to the middle of December, the weather is delightful. The sky is mostly clear, days are warm and the nights just crisp enough to have a tonic and invigorating effect.

Occasionally during the summer or early fall months a short period of droughty weather will prevail over the eastern or all of the State, but as the farming interests are so diversified, these dry spells have never caused an entire crop failure.



Views of the
IOWA THEATRE
R. K. O.
one of the many
beautiful additions
to the Loop
District of
Cedar Rapids.
IOWA THEATRE
CORP.

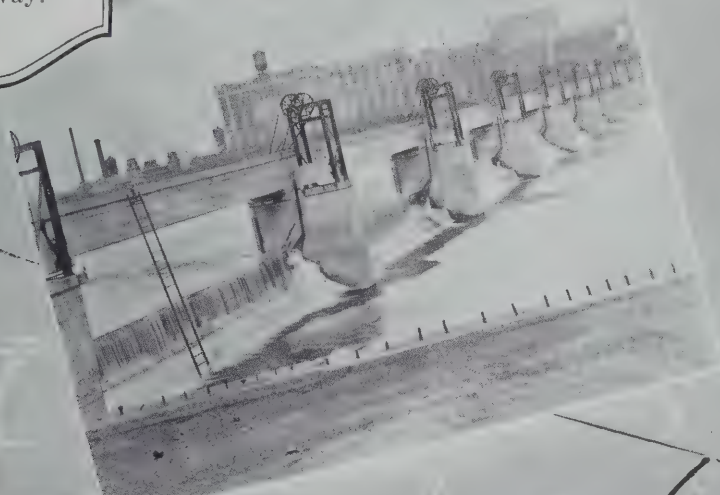


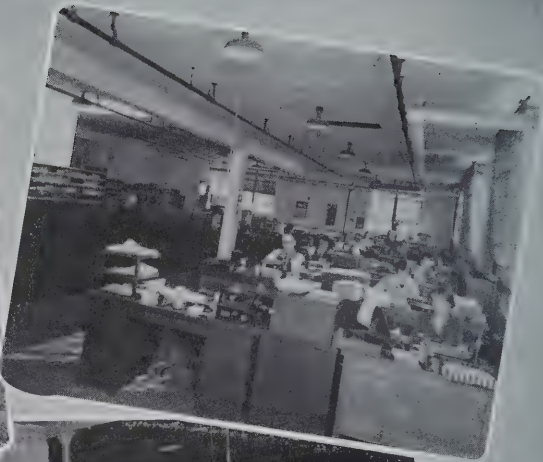


THE IOWA
RAILWAY AND
LIGHT
CORPORATION

furnishing power,
light and heating
service to 122
Iowa communities
has its
headquarters in
Cedar Rapids.

This company also
runs and operates
the Cedar Rapids
& Iowa City
Railway.



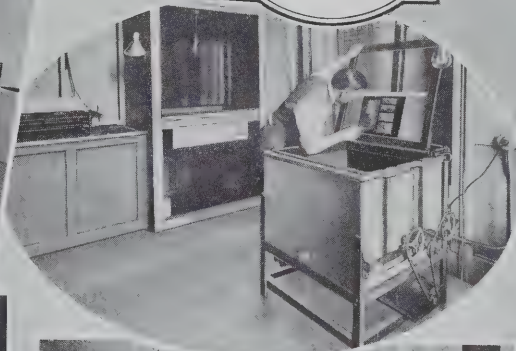


Factory Views
LEFEBURE
CORPORATION,
Manufacturers of
Bookkeeping
Systems
and
Steel Office
Equipment.





Views of
Plant of the
Tru-Art
Corporation
Engravers,
Photographers,
Artists.
—♦—
Marshall-Wallace
Advertising.



Firm Members of the
Cedar Rapids
Real Estate Board

A. G. BAUDER
JOHN J. BEACOM
BEDELL-NISSEN CO.
J. M. BLAINE & SON
MALCOLM V. BOLTON & CO.
CHILDS & MYERS CO.
FRED E. COLLARD & CO.
J. P. CONWAY & CO.
A. A. DOOLITTLE & CO.
A. F. DOTSON & CO.
HENRY S. ELY & CO.
JOHN B. FINNEY
R. D. GRAY & CO.
SAMUEL GRAHAM
THE HEDGES CO.
JAMES HUNTER
FRANK L. HYNEK
BURT T. JACKSON REALTY CO.
GEO. E. JOHNSON
FLOYD H. KNAPP
FRANK B. LANE
HARRY MILLER
HENRY RISTINE & CO.
SLAVIA REALTY CO.
H. J. SOPER
TAIT & WAGNER CO.
CARL D. THOMAS
BRUCE A. WEST
GEO. P. WITWER



Your Interests Are Safe in the Hands of a Realtor

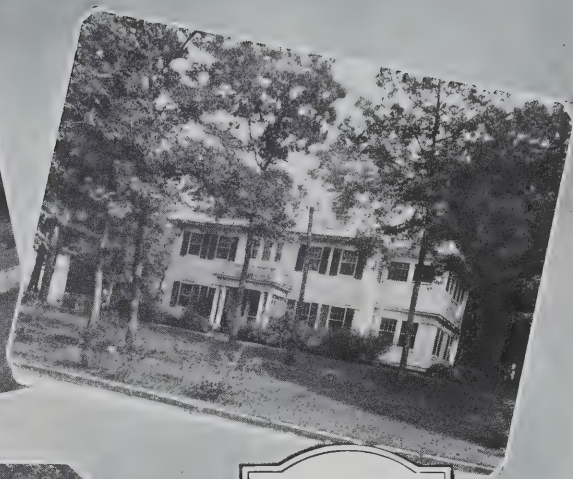
CITY OF BEAUTIFUL HOMES





Home Views
Showing the
Attractiveness of
Cedar Rapids'
Residences.



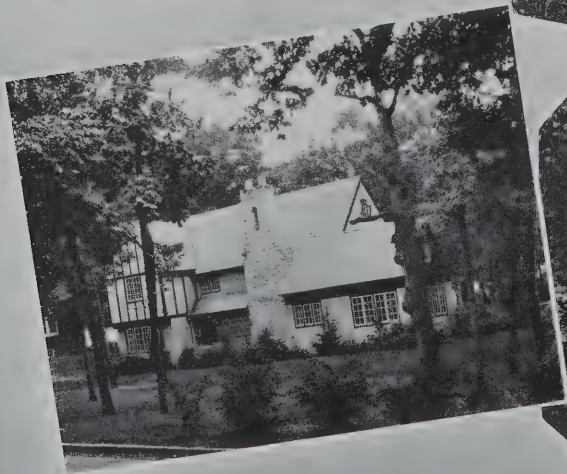
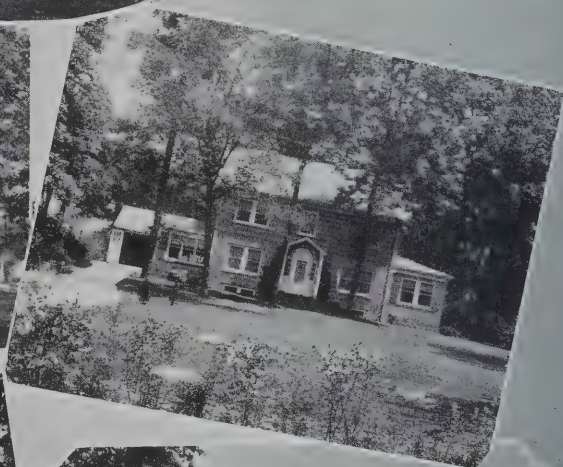


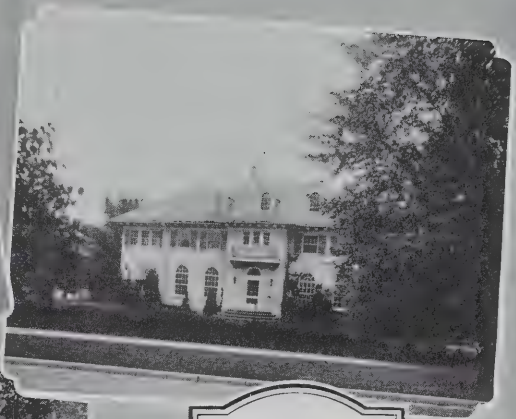
A few of the
Beautiful Homes
in the
Wooded
Residential
Sections.





Representative
Cedar Rapids
Homes in the
Beautiful
Landscaped
Residential
Additions.





Views that
show the
Attractiveness of
Cedar Rapids'
Residences.



CEDAR RAPIDS, IOWA

A CITY OF HOMES

Cedar Rapids has always been known as the city of beautiful homes—a place where home-life reigns supreme, where friends are friends and neighbors are neighbors. Its residence district has often been compared to a beautiful park, providing a setting for individuality in landscaping. Even those of modest income have succeeded in achieving landscape gardening results ordinarily found only on country estates.

Miles upon miles of winding drives arched by twining branches of old trees, heavy shrubs and beautiful flower gardens provide a setting of color not surpassed by the residence section of any other city.

A superficial drive through here might lead one to believe that here were the homes of great wealth without room for the man of modest income. But the contrary is true.

Forest trees, natural beauty, artistic landscaping and foresight in zoning are responsible for the impression of great wealth which these Cedar Rapids residences unconsciously create. But a survey of the city's values has shown that the typical residence is

valued at slightly more than \$5,000. In fact, the average rental of Cedar Rapids homes is \$32.50 per month. Rents are moderate and surroundings always desirable, regardless of where one lives.

The percentage of home ownership is high in Cedar Rapids. A survey of Linn County gives the percentage of home ownership at 61.6 per cent, with the average value of home owned \$5,072. The same survey lists 40 per cent of the rentals between \$25.00 and \$50.00 per month.

A check-up of the housing situation made in June, 1928, disclosed the following:

Total number of housing units	14,219
Total number vacant housing units	413
Vacancy percentage	2.9

It may be interesting to compare this with previous surveys as follows:

Date	Vacant Units	Per Cent
April 1, 1925.....	383	3.
January 1, 1926.....	602	4.6
April 10, 1926.....	523	3.9
July 10, 1926	559	4.2
October 2, 1926.....	618	4.6
January 8, 1927.....	535	3.9
April 2, 1927.....	440	3.29
July 1, 1927.....	583	4.28
January 14, 1928....	500	3.6
June 30, 1928.....	413	2.9

C E D A R R A P I D S, I O W A

Cedar Rapids folks know how to play. There are two country clubs, the Cedar View Club and the Cedar Rapids Country Club. The Cedar Rapids Country Club, with its new \$100,000 club house open the year around, is a social center of the community. The rolling fairways of its 18-hole course cut through the natural forest have earned for it the reputation of ranking as the third most beautiful golf course in America. Another feature of this club is its magnificent swimming pool.

Cedar Rapids is careful of its welfare. Forty-three churches, representing practically every religious denomination, are located here. Also, such character-building institutions as the Y. M. C. A., Y. W. C. A., Boy Scouts, Pioneers, Girl Scouts and Campfire Girls are active. Relief-giving institutions are maintained by the Social Welfare League, Sunshine Mission, Public Health Nursing Bureau, Salvation Army, Community House, Home for Friendless Children, and Home for Aged Women.

Cedar Rapids has four libraries—the Public Library with 50,000 volumes; the Iowa Masonic

Library, the most complete of its kind in the world, with 35,000 volumes; the excellent Coe College Library, and the Bohemian National Library.

There are 196 fraternal organizations, lodges and societies. The Masonic fraternities, Elks, Knights of Pythias, and Knights of Columbus have their own buildings. Two of these, the Consistory Building and the Shrine Temple, were built last year, and are considered the finest of their kind in the Middle West.

In addition to the other civic organizations commonly found in American cities, Cedar Rapids is distinctive in that it supports its own Symphony Orchestra and Choral Society.

Cedar Rapids is also the home office for the following large insurance companies:

Cedar Rapids Life Insurance Company.

Inter-Ocean Reinsurance Company.

Iowa Mutual Liability Insurance Company.

Iowa Automobile Mutual Insurance Company.



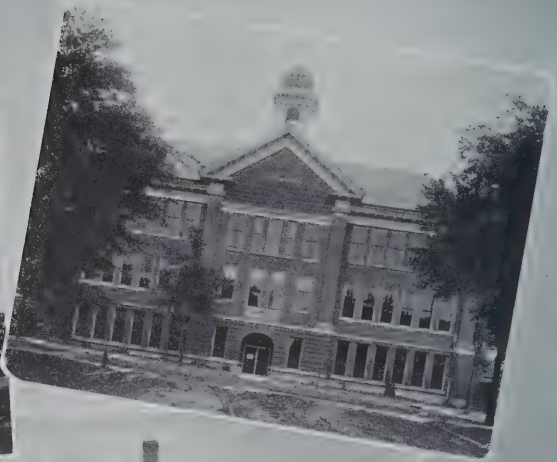
Views of
COE COLLEGE
CAMPUS
and principal
buildings.
Average enroll-
ment nearly
1,200 students.





PUBLIC SCHOOLS
Taylor,
Grant High,
Van Buren,
Harrison,
Washington High,
Garfield,
Hayes





PUBLIC SCHOOLS
Woodrow Wilson,
Tyler,
Buchanan,
Roosevelt,
Jackson,
Polk,
and
Lincoln





PUBLIC SCHOOLS

Fillmore,
Adams,
Johnson,
Arthur,
Benjamin Franklin,
McKinley,
and
Madison





PAROCHIAL
SCHOOLS.

St. Ludmilla's.

St. Wenceslaus.

St. Patrick's.

Trinity Lutheran.

Immaculate Concep-
tion and Sacred Heart

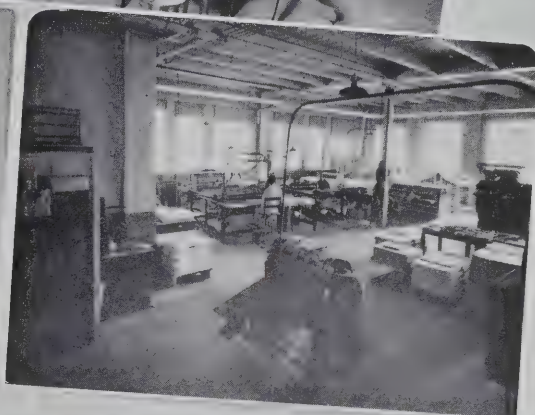
Academy.

St. Ludmila's.





PIONEER LITHO
COMPANY.
Views show
Main Office,
Bindery,
Ruling Department,
Printing Battery, and
Lithographing Dept.
Phone 232.





CEDAR RAPIDS BUSINESS COLLEGE.

THE A. N. PALMER
BUSINESS SCHOOL.

A school of outstanding merit. Among the oldest and most widely known institutions in Cedar Rapids. Offers accounting, commercial, stenographic and secretarial courses.

Glimpses into the various departments.

W. C. Henning, Pres.
S. W. Palmer, V. Pres.
L. M. Wold, Sec.

GOLDEN
ANNIVERSARY
1929



THE PALMER BUILDING

The Cedar Rapids home of the A. N. Palmer Company and the Cedar Rapids Business College, to be known hereafter as the Palmer Business School, in honor of Mr. Palmer.



AUSTIN NORMAN PALMER

A. N. Palmer became famous throughout the world as the author of the Palmer Method of Writing and was founder of the A. N. Palmer Company. Mr. Palmer was the first president of the Commercial Club, now Chamber of Commerce.



Main Office.



Shipping Room.

THE A. N. PALMER COMPANY.



THE AUSADIE
APARTMENTS
Fireproof and
Modern in Every
Respect.
Erected and
Owned by
A. N. Palmer.



CEDAR RAPIDS, IOWA

A CONVENTION CITY

The fame of Cedar Rapids as a Convention City has spread so rapidly that there is scarcely a week during the year when one or more Conventions of considerable importance are not being held here. This is due primarily to the wonderful Convention facilities now provided in the beautiful Memorial Building-Convention Hall. Modern hotel facilities, including a new hotel recently constructed, provide ample accommodations at reasonable rates. Cedar Rapids now has fifteen hotels and thirty restaurants, cafeterias and lunch rooms to handle the transient public. This means that Cedar Rapids is amply equipped to handle Conventions without discommoding the regular traveling public or causing any congestion or discomfort during the Convention sessions.

Another great contributing factor to the popularity of Cedar Rapids as a Convention City is its accessibility by railroad, bus and private automobile. Being conveniently accessible to three federal highways and four primary roads, all hard-surfaced or good gravel, all-weather travel is practical and brings the city close to any point in the State.

In addition to considerable rail facilities available to the Convention visitor, there are also regular bus lines in operation between Cedar Rapids and Davenport, Washington, Iowa City, Dubuque, Waterloo, Minneapolis, St. Paul and Chicago.

FINANCIAL INSTITUTIONS

It has been mentioned that Cedar Rapids has neither had a boom nor a bank failure. The membership of the Cedar Rapids Clearing House Association numbers eight banks with combined resources of \$49,000,000, and with bank clearings for the year 1927 of \$147,406,457. Detailed information is as follows:

Total number of banks—8.
Combined capital\$ 1,950,000
Combined surplus ... 1,180,000
Combined undivided
profits 685,000
Combined deposits ... 44,000,000
Total combined re-
sources 49,000,000

Year	Bank Clearings	Bank Debits
1923	\$129,167,904	\$324,048,370
1924	131,183,964	425,500,635
1925	145,101,699	513,079,382
1926	138,544,110	485,989,880
1927	147,406,457	498,690,452

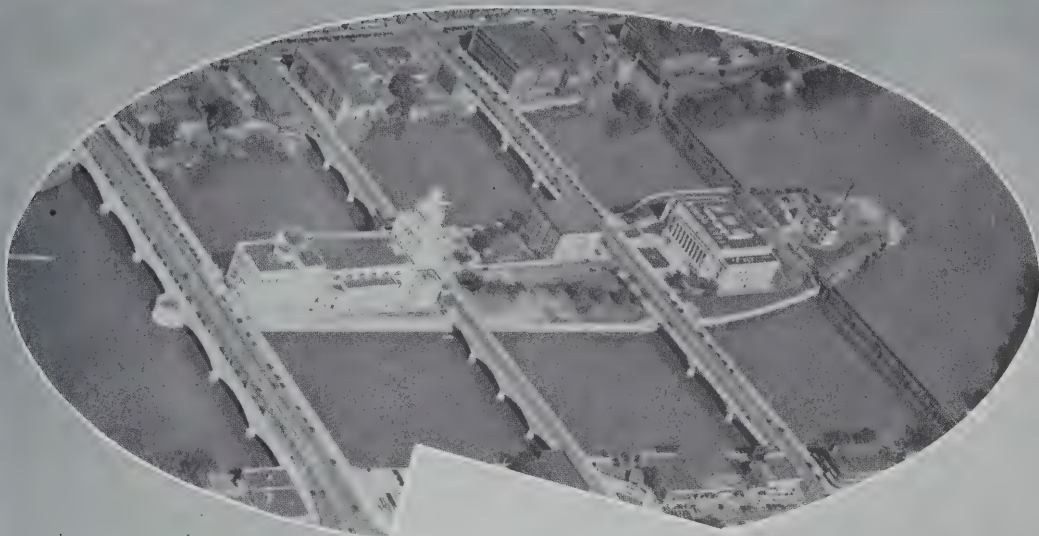
C E D A R R A P I D S , I O W A

CEDAR RAPIDS AIRPORT

In keeping with Cedar Rapids' marked civic activity has been the provision of a large airport planned to anticipate the growing requirements of air transportation. To the Chamber of Commerce belongs the credit for creating the Cedar Rapids Airport. Material for the six-plane hangar was provided by them, and the labor furnished by the Cedar Rapids Federation of Labor, which assessed each of its several hundred members. Owing to its location, the Cedar Rapids Airport is peculiarly well adapted for providing proper flying facilities, and as such has rapidly gained recognition from commercial aviators in the Midwest. In fact, it has been pronounced as one of the best airports in the State. The field proper is 2,640 by 1,980 feet, and furnishes take-

offs and landings in any direction. Being naturally level, only a few hours' work was required to prepare the entire plat to handle machines of all types. Adequate drainage is another desirable feature.

The Airport is conveniently located two and one-half miles south on Highway 161, and is more and more becoming a scene of continual activity. The Government air mail stops here. It is also the headquarters for the Cedar Rapids Airways, Inc., furnishing regular air transport service to all parts of the country. Steam-heated, cabin-type planes are used, and the entire equipment is thoroughly in keeping with what would be expected of a city with the progressive vision of Cedar Rapids.

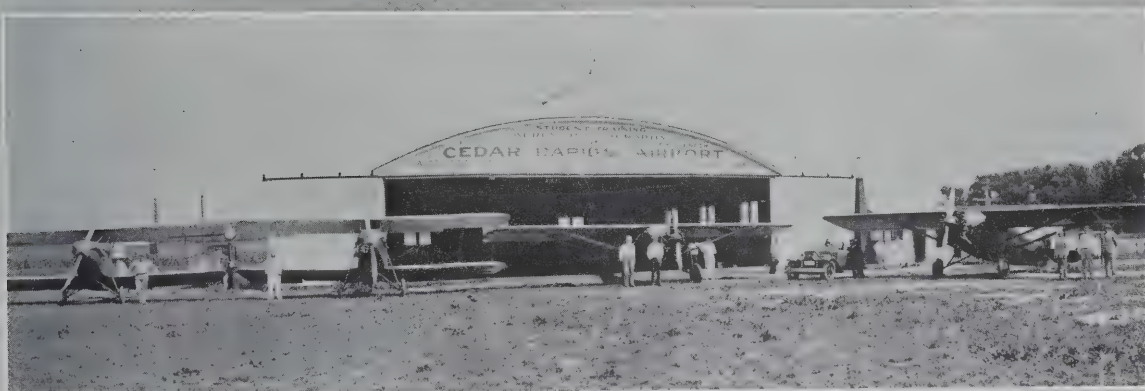


CEDAR RAPIDS
AIRWAYS Co.

Upper: Island Mu-
nicipal Center
from the air.

Center: Two of the
Stinson -- Detroit
planes and offi-
cers of Airway Co.

Bottom: Airport
and four planes.



CEDAR RAPIDS, IOWA

AN AMUSEMENT CENTER

Cedar Rapids is metropolitan not only in its civic attitude, its retail stores and hotels, but also in its theatres, which now take their place side-by-side with any in the Nation. Two beautiful new theatres have just been built and opened during the past year. One, a member of the famous Publix-Blank chain, furnishes stage presentations and pictures. The other offers motion picture entertainment and headliners from the Keith-Albee Orpheum Circuit. There are several other theatres, all modern and furnishing excellent motion picture entertainment. This gives the people of Cedar Rapids a variety from which to select seldom equalled in cities far larger.

It would be difficult indeed to find a city anywhere offering its residents and visitors more than does Cedar Rapids.

"Three Things Make a City" wrote Joseph Fort Newton, D. D., of Cedar Rapids, fourteen years ago: "the right Place, the right People, and the right Spirit: and one hardly knows which is the most essential. Either one, without the other two, is like the stones of a city yet unbuilt, or a building without a foundation. These three things have made

Cedar Rapids what it is, picturesque, progressive, and prosperous; and they will yet make it that great metropolis which the spirits of the Prairie and the genii of the River decreed should stand on this spot.

"Make Cedar Rapids"

the center of a circle, its rim touching Chicago on the east, St. Louis and Kansas City on the south, Omaha on the west, and Minneapolis on the north, and it will enclose five hundred square miles richer by far than the fabled valley of the Nile. Where else is to be found an expanse of country more uniformly fertile, with less waste land, with seasons more happily ordered, or where harvest follows seed-time with surer or more fruitful footsteps? Surely not in this Union, and it may well be doubted whether anywhere under the sun a like boundary would embrace more of opportunity and reward.

"Could one look down upon that scene from some great ship of the sky, poised in the sunny air, what a picture would lie spread out below — lakes, hills, and rolling prairies; rivers running slowly to the sea; cities shining in the sunlight; trains moving to and fro like shuttles

CEDAR RAPIDS, IOWA

LOVELINESS WITH UTILITY

in a loom; park-like farms dotted with happy homes; school-houses, and children at play; temples of prayer, and the sleeping places of the dead. Truly, if men see after death what passes on this earth, then the pioneers of this land may witness the wisdom of their way when they journeyed hither, and the fulfilment of all their dreams.

“Manifestly, no artist could have selected a more perfect site for a city, where loveliness is united with utility, and picturesque-ness is neighbor to fruitfulness. Set amid scenes of peace and beauty, of plenty and promise, it is no wonder that Cedar Rapids has dreams of a city beautiful—its very name a poem, as an English poet has told us. Those who go far off to find what is near by, never find it. Though we travel the world around in quest of beauty, we must carry it with us, else we never overtake it. Surely he is a poor artist, and no poet at all, who does not see that Cedar Rapids has in its environs a blend of hill, valley, and winding river which, as a famous landscape artist said, is worth more than money can buy to any community.

“Like Place, like People, runs an old adage; and our citizenship is made up of folk of every State

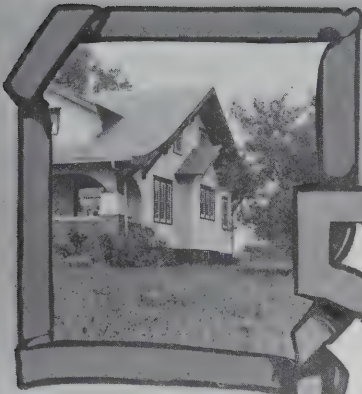
and many Nations—many races without rancor, many faiths without feud. Early came the Puritan, with his energy, his intelligence, his idealism, and his indomitable audacity, and here he met the Cavalier with his respect for law, his grace and charm of courtesy, and his pride of blood and extraction. If in older States the two were often antagonistic, nursing conflicting ideals, in our large and liberal air they became friends, and the faults of both were lost.

“Later came the Germans, the Scotch, the Irish, the Slavs, the Swedes, with many others sympathetic with our national ideal, each bringing some rich gift of enterprise, idealism, and tradition. Americans all, imbued with the spirit of our Republic, and loyal to its genius of liberty under wise and just laws, they live together in one spirit, and work in one hope, obeying the master poet who said:

“Keep the Young Generations in
hail:

Bequeath to them no tumbled
house.”

“Such a mingling of races and ideas makes not only for toleration, but for breadth of outlook and catholicity of spirit; and in this respect Cedar Rapids is of a piece with the whole common-



OVER 70% of the population of Cedar Rapids own their own homes. This splendid percentage of home ownership has been made possible through the activities of the loan associations having combined assets of over \$10,000,000.

Bohemian Savings and
Loan Ass'n \$1,500,000

Cedar Rapids Bldg. and
Loan Ass'n \$3,100,000

Perpetual Savings and
Loan Ass'n \$6,300,000



THE AMERICAN HOME

*The safe-guard of
American Liberties*



CEDAR RAPIDS, IOWA

RICHNESS OF RESOURCE

wealth of Iowa, whose richness of resource is only equalled by the industry, integrity, and intelligence of its people.

“Iowa has been called ‘the New England of the West’; and our city, from the first, partook of its richness of resource and alertness of spirit in full measure. Before me lies a tiny, yellow booklet, printed more than forty years ago, entitled, ‘The Natural Advantages and Business Resources of the City of Cedar Rapids’; and on the very first page one meets the Cedar Rapids spirit, as it was then, is now, and always should be:

“‘In 1866, from a town of a little over 2,000 inhabitants, Cedar Rapids has grown in 1871 to be a city of over 7,000, outstripping in the meanwhile nearly a score of places in the State equalling it, or nearly so, then, and gaining rapidly upon those which at that date were far in its advance. It was then a town of but limited reputation, with but few pretensions to wealth or position; today it is a city whose commanding influence is felt both at home and abroad.’

“‘There is more of the same spirit in this little book of long

ago, which proves that those who believe in the future of Cedar Rapids are well descended, and that their faith has the sanction of history. At the same time, Cedar Rapids had its Collegiate Institute, its literary societies and philosophical clubs, emphasizing the intellectual not less than the industrial side of city life and aspiration.

“‘Forty years ago people were invited to Cedar Rapids for three alluring reasons: its beauty and advantage of location; its complete systems of railroads; and its public-spirited body of citizens—all of which still holds true, and much else besides of which our fathers hardly dared to dream. Happily some of them are still with us, and, having seen so many dreams come true, they are dreaming greater dreams for the times to come. Just why a map of Oak Hill cemetery was included in this old-time booster book is hard to know, unless it was meant as a warning that only live citizens were wanted. At any rate, it had that effect, for there is not a man among us, whatever his lot in life, who does not desire every worthy institution of this city to be the best and most useful of its kind.’”

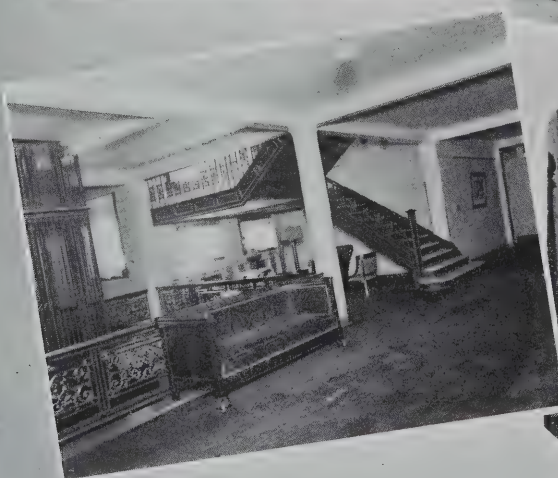


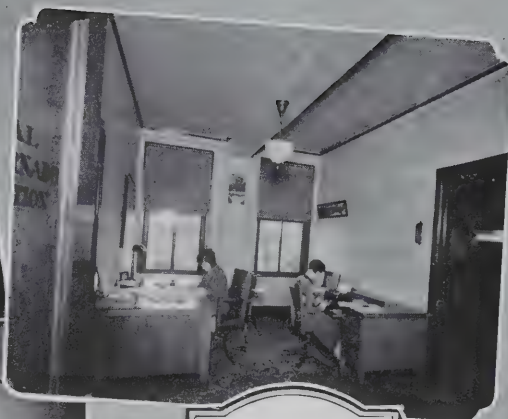
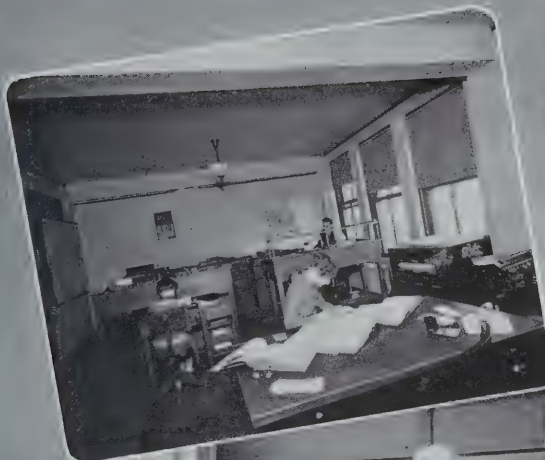


S & W AUTO
SUPPLY CO.
Showing Exterior
and two interior
views.



ALLISON HOTEL
Exterior and
Lobby and Guest
Room Views.





Views of
MUTUAL
FIRE & TORNADO
ASSOCIATION.
J. Lindley Coon,
Secretary.

THE KEMBLE
FLORAL CO.

J. T. URE,
Interior Tiling
Contractor.

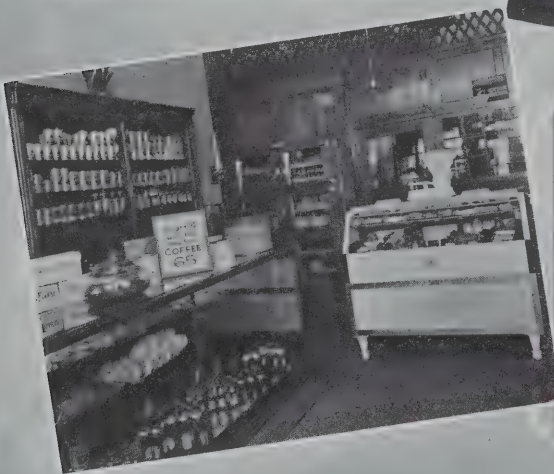




Views of the Cafe-
teria and Delica-
tessen in Cedar
Rapids operated
by the

BISHOP-STODDARD
COMPANY

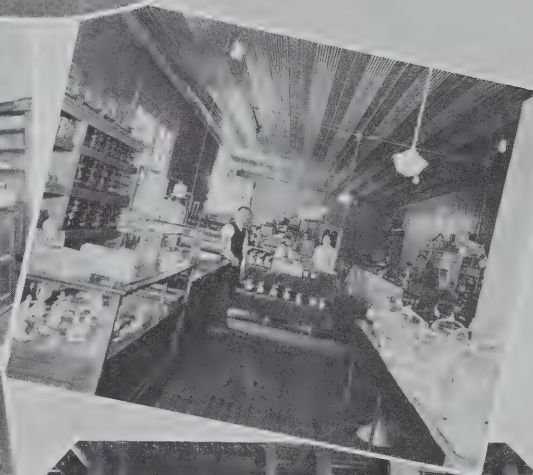
Cedar Rapids,
Des Moines,
Waterloo,
Sioux City.





Office and
Interior Views
of
Cedar Rapids'
Largest Seed
Company

HAMILTON SEED
AND COAL
Co.





Views of
Cedar Rapids'
newest Hotel.
Main Dining Room,
Ball Room,
Lounges,
Coffee Shop, and
Lobby.

HOTEL
ROOSEVELT.



METROPOLITAN SHOPPING CENTER





Cross Sections of
an Institution that
has grown with
Cedar Rapids
since 1911.



KILLIAN'S
One of Iowa's
Great Stores.

C E D A R R A P I D S , I O W A

A METROPOLITAN SHOPPING CENTER

In number and variety, a city's retail establishments indicate its prosperity and purchasing power. Here again is evidence of Cedar Rapids' leadership as Iowa's real business metropolis, not the greatest in population perhaps, but by far the most progressive and active of all Iowa cities. Here is transacted an annual retail business of \$60,000,000, reflecting to a great extent the wealth of Cedar Rapids trading territory, and where upward of \$80,000,000 in crops and livestock is produced each year.

Another factor linking Cedar Rapids with its trade area is the Cedar Rapids Gazette and Republican, Cedar Rapids only daily newspaper, with a circulation in Cedar Rapids that even exceeds the number of gas, telephone or light users. Its circulation virtually covers the county like a blanket, reaching into the adjoining counties to such an extent as to unite the entire area into one

unit so far as retail buying is concerned. This area might well be termed "Greater Cedar Rapids."

Cedar Rapids is also the home of two excellent weeklies, the Cedar Rapids Tribune, of strong influence in the group which it reaches, and the Cedar Rapids Listy, a weekly paper printed in Bohemian.

It would be impossible to list all of Cedar Rapids' 800 retail establishments here. Suffice to say, however, that these stores and specialty shops compare favorably with the establishments doing business in the retail district of any metropolitan city far greater than Cedar Rapids. There are great department stores, specialty stores, ready-to-wear establishments, chain stores, and retail stores of the country's largest mail order chains doing business here, keeping well abreast of the demands of the intelligent and prosperous trading area they serve.

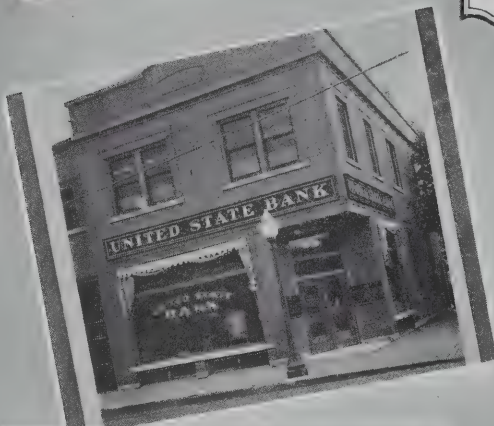


IOWA STATE
SAVINGS BANK.

CORN BELT
SAVINGS BANK.

UNITED STATE
BANK.

PEOPLES SAVINGS
BANK.





CEDAR RAPIDS
SAVINGS BANK
AND
TRUST CO.

MERCHANTS
NATIONAL
BANK.

AMERICAN
TRUST & SAVINGS
BANK.

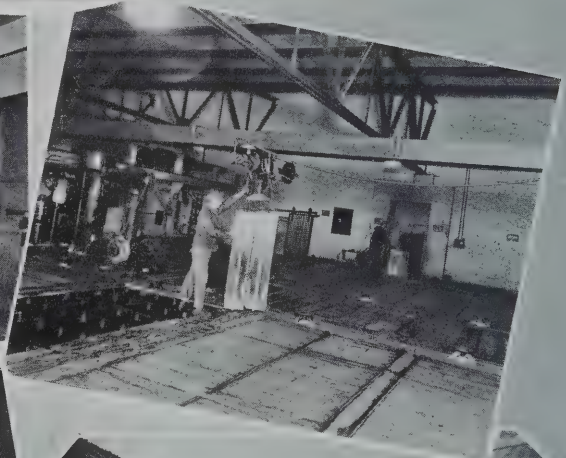
CEDAR RAPIDS
NATIONAL
BANK.





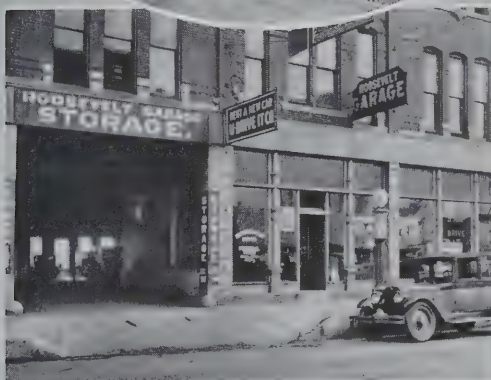
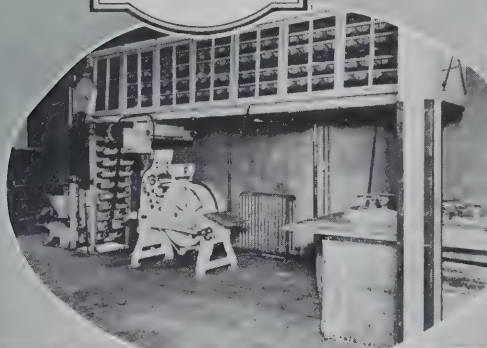
Views showing the
facilities of
Cedar Rapids'
Largest
Ice Company.

HUBBARD ICE AND
COAL Co.





Views of
Exteriors and
Interiors of the
IOWA TIRE &
TUBE CO.,
QUALITY BAKERY,
and
ROOSEVELT
GARAGE.





CITIES SERVICE
OIL Co.,
Views of two service
stations and office
staff.

WHITING DAIRY
COMPANY,
Exterior and interior.

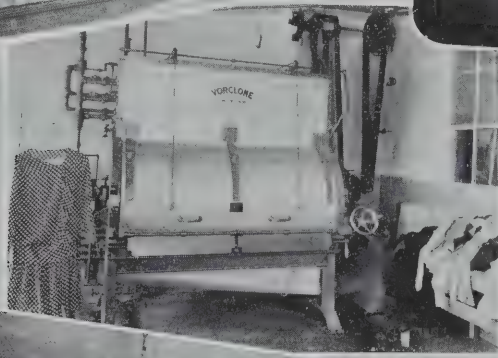
HUCKINS
& NEGUS,
Popular Cigar Store.





FRANK W. BARTA
& SON,
Home for Funerals.
HACH BROS. Co.,
Wholesale Paper.
F. S. MITVALSKY
& Co.,
Furrier.
Showing exteriors
and interiors of
these firms.





Views of
KITTERMAN'S,
Dry Cleaning.
W. L. CONE CO.,
Women's Apparel.
J. C. PENNEY,
General
Merchandise.





Top Views:
BOYSON JEWELRY
COMPANY,
Exterior and
Interior.

Lower Views:
DANCELAND
and
MANHATTAN.





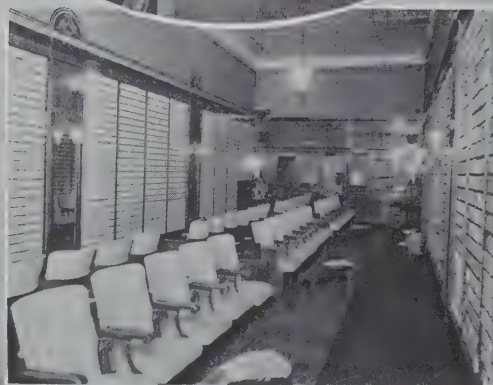
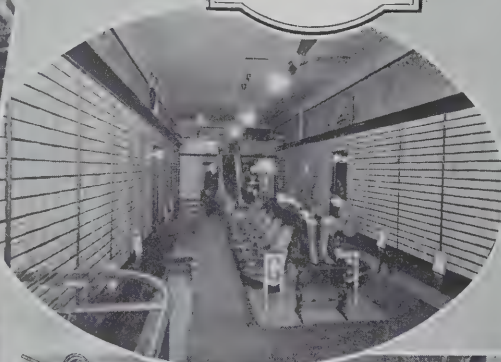
Views showing the exterior; Coat Department of the Store for Women; and the Athletic, Furnishing Goods, and Clothing Departments of the Men's Store.

ARMSTRONG
CLOTHING
Co.





Matson Co.,
Men's Shoe Dept.
Security Laboratory.
Baldrige Gift Shop.
Walk-Over Boot
Shop.
Wheatland Plumbing
Company.
Bailey Boot Shop.



The Triangle Stores is a group of stores owned by individual owners. The members are all property owners and boosters for the civic welfare of Cedar Rapids, organized to buy and sell collectively, thereby being able to sell quality merchandise at reasonable prices.



EAST SIDE

CENTRAL PARK GROCERY

1600 E Avenue—Phone 511

S. G. COURTNEY

520 So. 16th St.—Phone 875

G. W. CROPP

119 No. 16th St.—Phone 5244

EATON'S GRO. & MKT.

1507 First Ave.—Phone 2050

FARMER'S EXCHANGE

119 No. First St.—Phone 447

EUKEN & MICHEL

227 So. First St.—Phone 352

H. B. GARDNER

3201 First Ave.—Phone 388

J. F. INDRA

901 Oakland Ave.—Phone 423

JENSEN BROTHERS

2700 First Ave.—Phone 762

JOSEPH KLINSKY

600 B Ave.—Phone 3211

W. G. KONECNY

1209 4th Ave.—Phone 466

KREJCI BROS.

1134 So. 9th St.—Phone 7168

D. H. MARVIN

223 No. 17th St.—Phone 585

E. H. PRESCOTT

1201 Fourth Ave.—Phone 283

TROYAK BROS.

827 So. Fifth St.—Phone 627

ZACHAR BROS.

1028 Twelfth Ave.—Phone 592

WEST SIDE

R. KONIGSMARK

328 8th Ave. W.—Phone 1826

WALTER FORBES

814 So. 6th St. W.—Phone 3056

HIGHLAND GROCERY

216 No. 13th St. W.—Phone 4861

W. O. HOSMER

700 E Ave. W.—Phone 4324

HENRY JENSEN

1301 K St. W.—Phone 2770

MILTON KUCERA

130 E Ave. W.—Phone 8179

MINECK BROS.

819-821 3rd Ave. W.—Phone 233

JOHN STEMPFLE

510 K Ave. W.—Phone 1162

STERLING GROCERY

306 F Ave. W.—Phone 3722

VAVRA BROS.

103 16th Ave. W.—Phone 3475

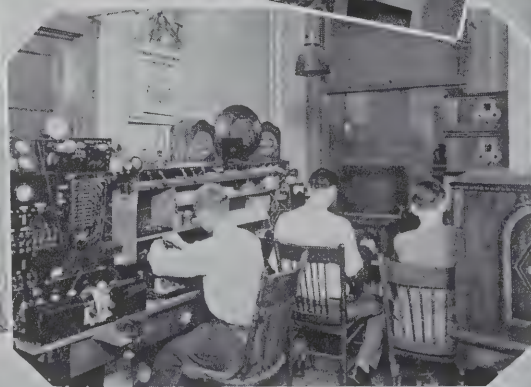
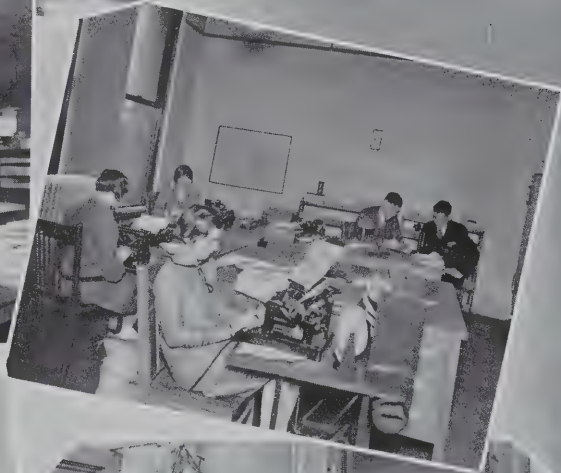
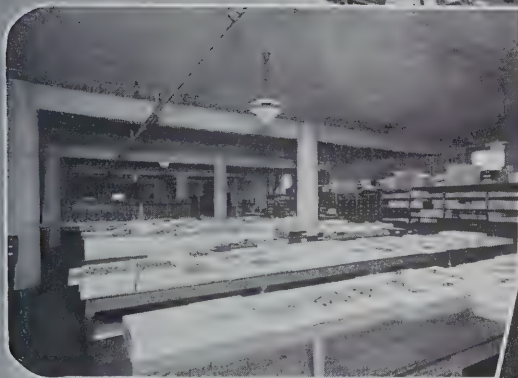


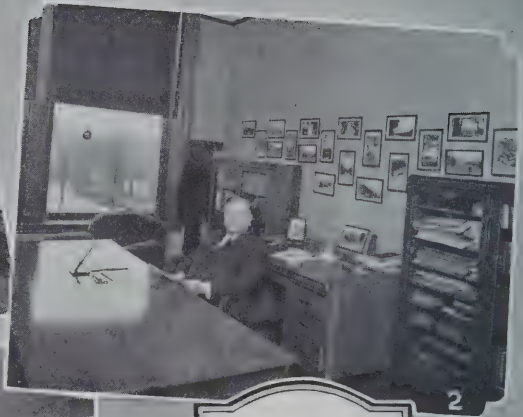
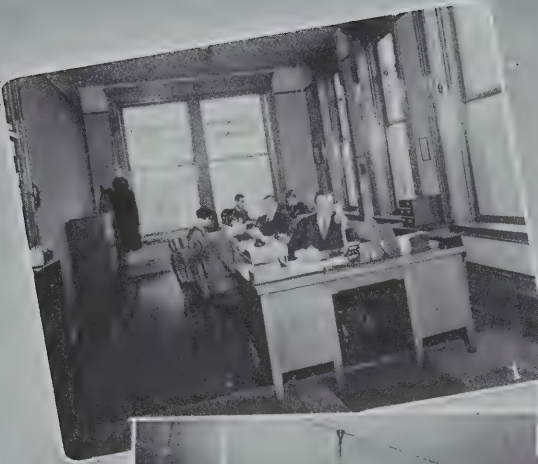
Top three views show
interior views of the
retail and wholesale
departments

LYMAN BROS. Co.,
Millinery.

Bottom three views
are departments
of the

W. F. MAIN Co.,
Manufacturers
and Jobbers
Vending Machines.



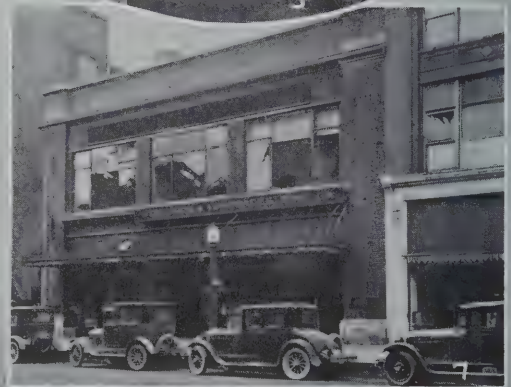


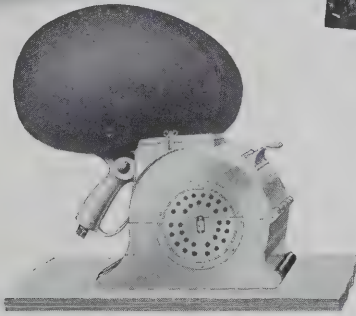
Nos. 1, 2, 3,
show the
L. H. STUBBS & CO.,
General Insurance.

Nos. 4 and 5
The OTIS-PADLEY CO.,
Leather Goods.
4—Retail Store,
Capitol Theatre Bldg.
5—Wholesale Store,
124 So. First St.

No. 6
THE VAN METER CO.,
Wholesale Electrical
Supplies.

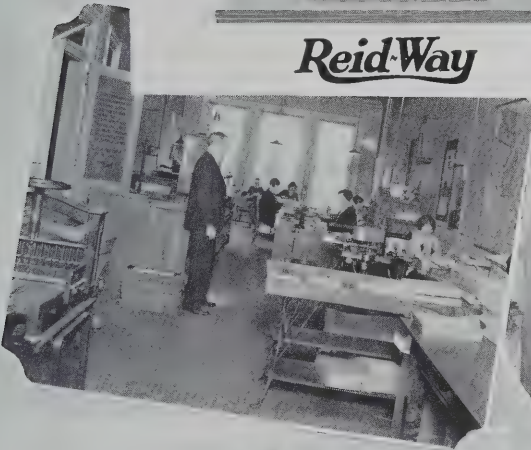
No. 7
STEPANEK &
VONDRACEK,
Hardware.





Reid-Way

- 1—John B. Turner & Son Funeral Home.
- 2—Snow White Pharmacy.
- 3—The Reid-Way Co. Sanding Machine.
- 4—Hetherington's direct mail service.
- 5—Sara Park Beauty Salon.
- 6 and 7—Luburger Furniture Co.



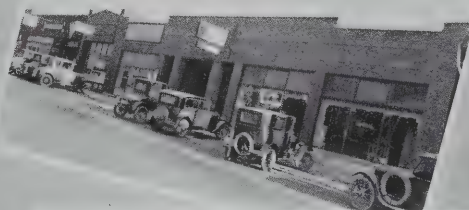


Homes of
 Reo Sales Co.,
 Rapids Chevrolet Co.,
 Millsap Motor Co.,
 C. R. Oakland Co.,
 Overland-Wagner Co.,
 Cedar Valley Nash
 Company,
 Borschel Motor Co.





Central Iowa
Motors,
Bloom Auto Sales,
MaKibben Motor
Company,
Graham-Paige
Sales and Service,
Wright Motor Co.,
Rude Auto Co.,
Hudson-Essex Co.,
Kadlec Bros.
Motor Co.



INDUSTRIAL LEADERSHIP



CEDAR RAPIDS, IOWA

INDUSTRY IN CEDAR RAPIDS

BEFORE going into the matter of Cedar Rapids' industrial leadership, something should be said of its distributing facilities, because these have had considerable to do with the growth of Cedar Rapids as a metropolis.

Wholesale drug, electrical supply, dry goods, millinery, hardware, groceries, auto supply, vending machine, food product, barber supply, and plumbing equipment houses offer quick and accessible sources of supply for these various materials. These sixty wholesale jobbing establishments do a combined business of \$50,000,000 a year, covering a large territory and reaching into Minnesota, Nebraska, Kansas, North and South Dakota, Wisconsin, Illinois, and Missouri. Many of them maintain branch houses in other parts of the State and the growth of all is due to the excellent trading conditions and transportation facilities typical of Cedar Rapids.

In attempting to give some idea of the completeness and variety of products handled by Cedar Rapids jobbers, it suffices to say that anything a jobbing house can supply anywhere can

be furnished practically without exception in Cedar Rapids.

According to census data, the industrial growth of Cedar Rapids has been rapid. From 1904 to 1925 the value of products manufactured increased 452.1 per cent. The number of wage earners engaged, 72.7 per cent, and annual wages 359.6 per cent. For years, Cedar Rapids has ranged second in Iowa from standpoint of total manufactured products in dollars and cents.

There are now 224 industries located here, with a combined manufacturing output in excess of \$120,000,000. In addition to being one of the foremost industrial cities of Iowa, Cedar Rapids is one of the chief grain centers of the United States. Over 60,000,000 bushels of grain are processed here yearly, and the tremendous expansion program of the cereal mills, involving a \$5,150,000 expenditure, will considerably enlarge this figure. The second industry, in importance, is the slaughtering and poultry business, doing over \$25,000,000 business yearly. Third in importance comes the manufacture of dairy equipment, with Cedar Rapids as the headquarters of the

CEDAR RAPIDS, IOWA

new \$16,000,000 merger of dairy supply manufacturers.

Cedar Rapids is essentially a city of diversified industries. Among other products manufactured here are steel office furniture, school supplies, rock, sand and gravel crushing equipment, road-building equipment, agricultural implements, dairy barn equipment, valve grinders, cut stone, building materials, corn products, tools, hardware, textiles, paper boxes, roofing materials, concrete blocks, vending machines, gasoline pumps, tile, sanding machinery, plumbers' equipment. There are also large woodworking mills and steel and iron foundries.

SOURCES OF SUPPLY

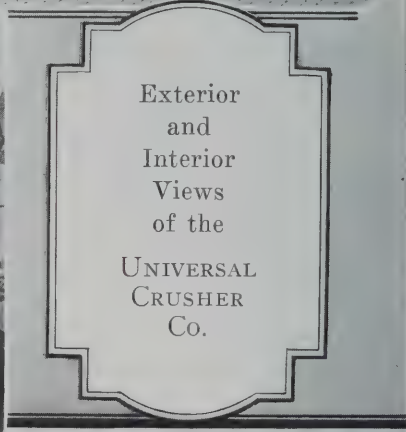
A contributing factor to the greatness of Cedar Rapids as an industrial center is the availability to supplies of raw material. A recent survey has disclosed that more than three-fifths of the value of all materials used here originated in Iowa, with approximately 94.09 per cent originating in the East and West North-central States.

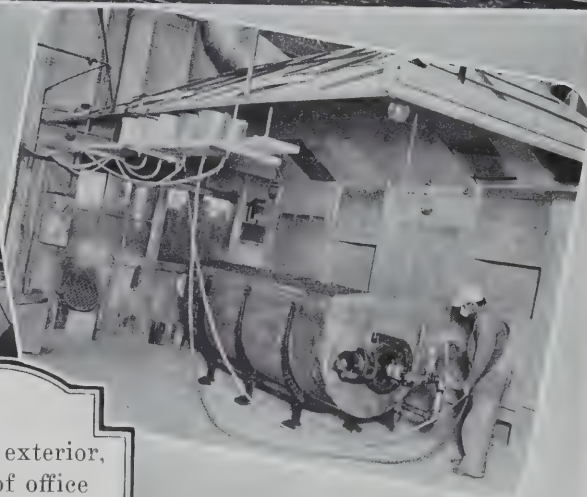
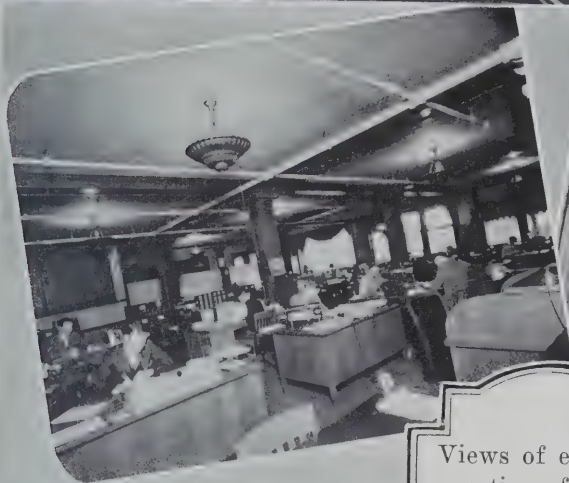
For securing many of these materials, Cedar Rapids is well situated. Because of its central location in the Middle West and its railway facilities, grain can be

obtained from various points in the Middle West and West, milled in transit and shipped eastward. Iowa is the center of livestock production; here Cedar Rapids again has the advantage of nearness. Pig iron and steel may be obtained in the Chicago district. Metals such as lead and zinc are mined in the Middle West. Copper is produced in quantity in Montana and Utah and moves eastward.

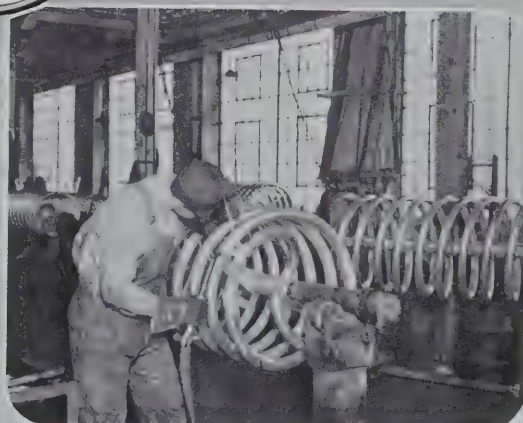
LABOR SUPPLY

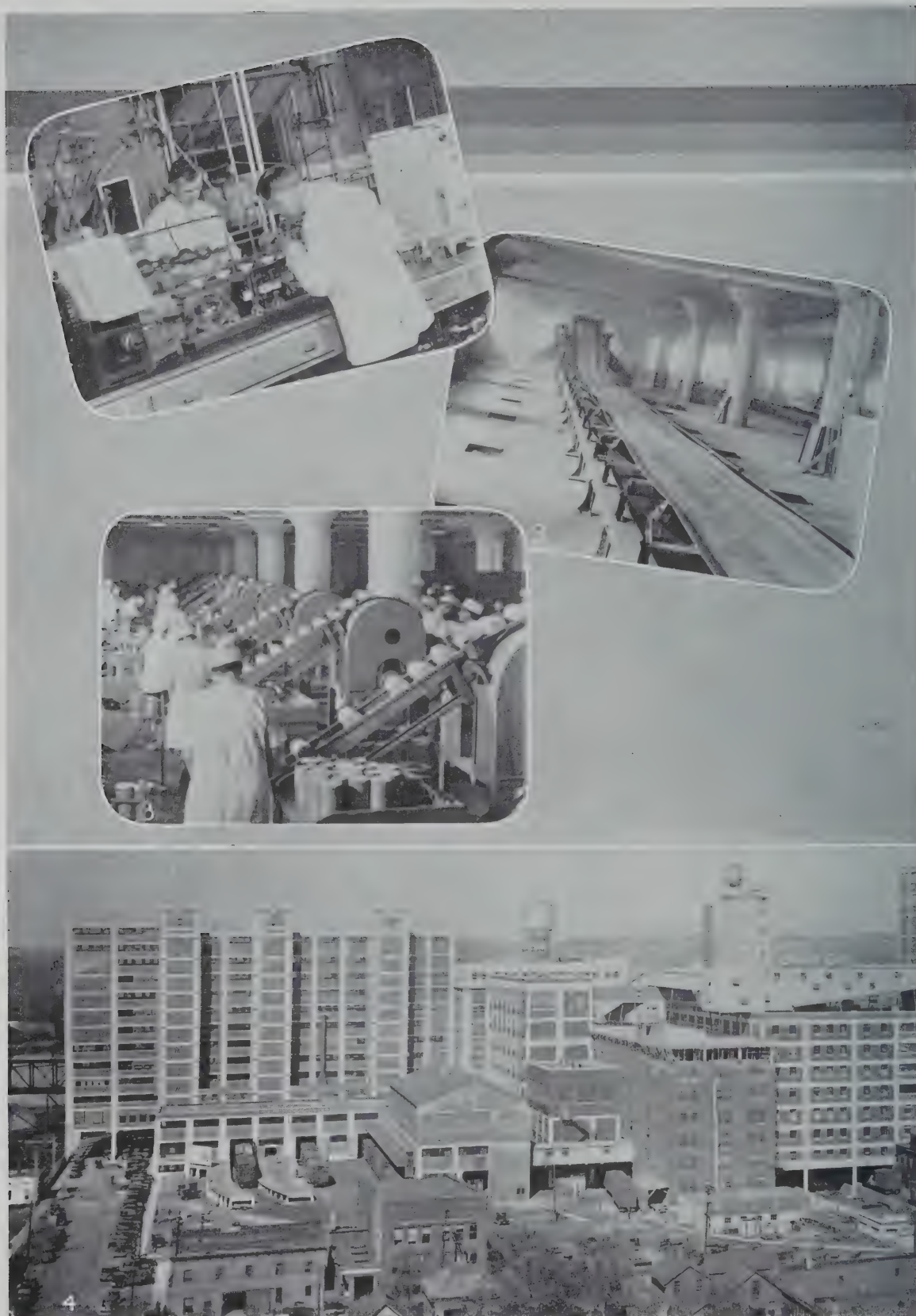
Three years ago a detailed survey of the labor supply situation was made among the manufacturers of Cedar Rapids. For obtaining unskilled labor, no difficulty was reported in recruiting all necessary. The same conditions generally existed with regard to skilled labor, excepting that a few cases of occasional difficulty were reported in obtaining desired types of employees during peak periods of employment. This, of course, is a typical situation existing everywhere. New employees are recruited in largest numbers merely by relying on a waiting list, and depending on friends employed to bring in new workers in the quantities and at the times needed. Local advertising has been used for obtaining new employees.





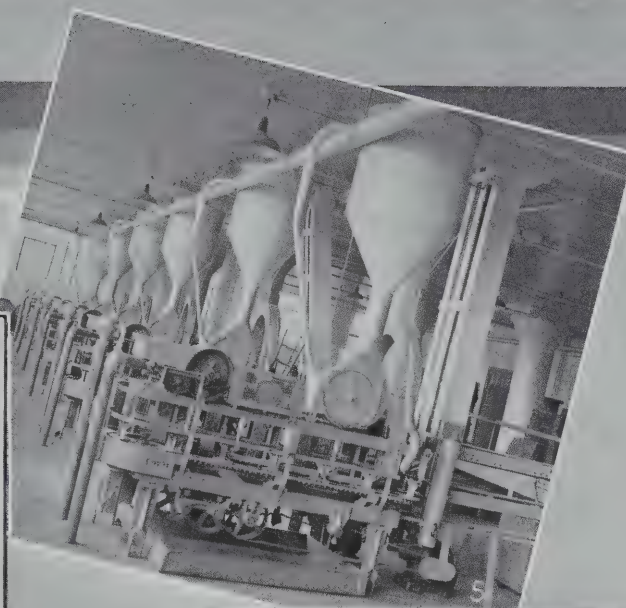
Views of exterior,
section of office
and three depart-
ment scenes in the
plant of the
CHERRY-BURRELL
CORPORATION,
Dairy Machinery
Manufacturers.

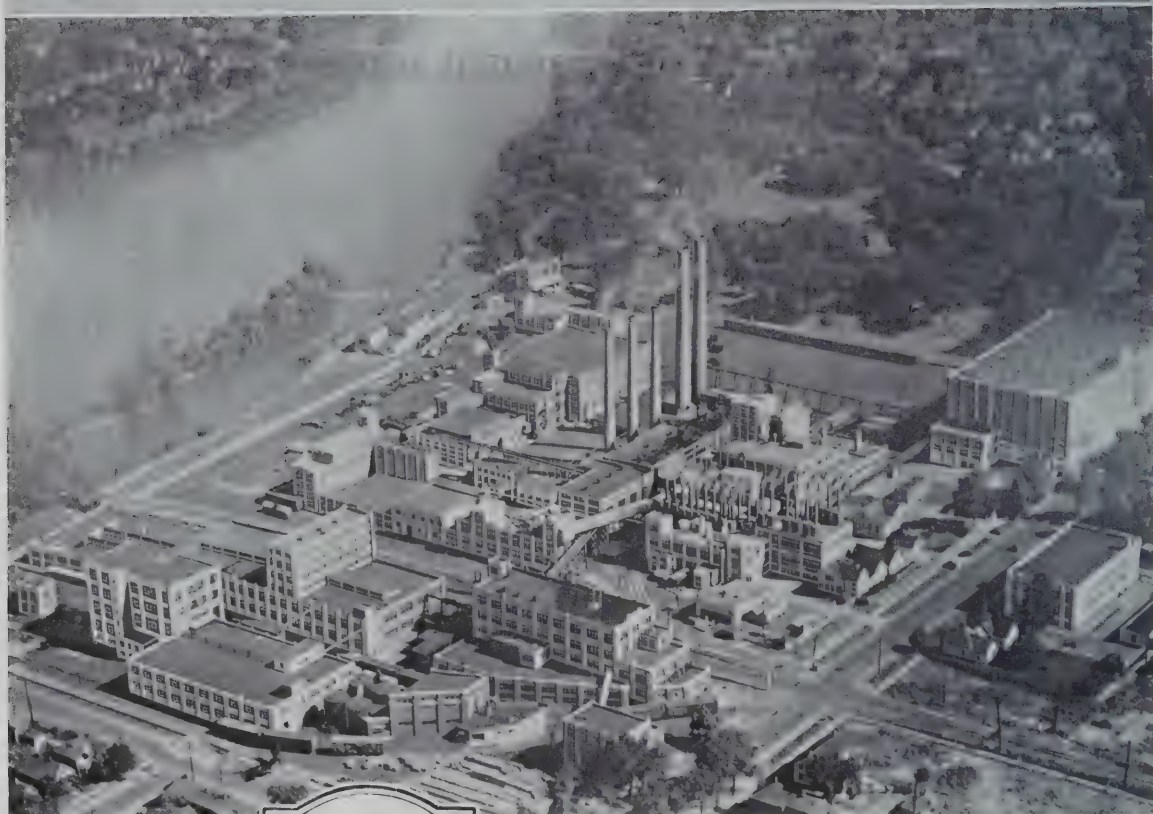




The Cedar Rapids
Plant of
THE
QUAKER OATS
COMPANY,
The Largest Cereal
Mill in the World.

- 1—Laboratory.
- 2—Grain Belt.
- 3—Packing Room.
- 4—Exterior View.
- 5—Puffed Goods
Pack Machines.
- 6—Railroad Switch-
ing Yards.
- 7—Storage and Ex-
terior of Plant.





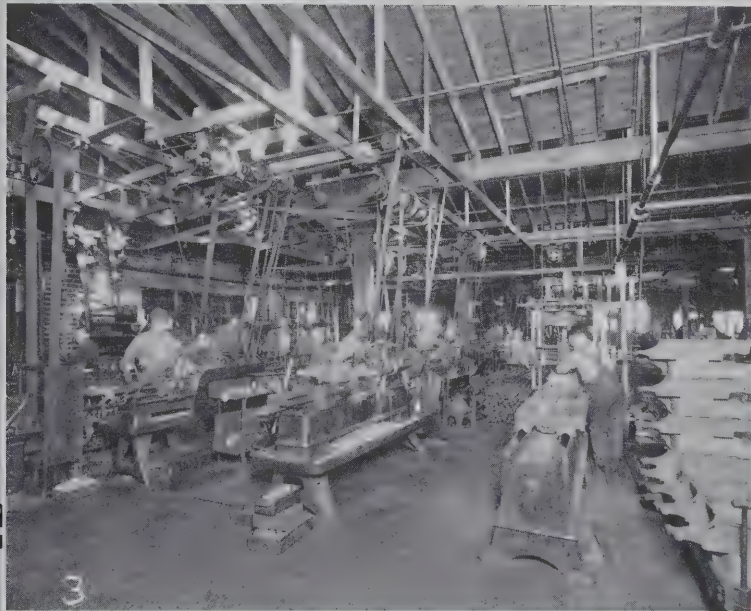
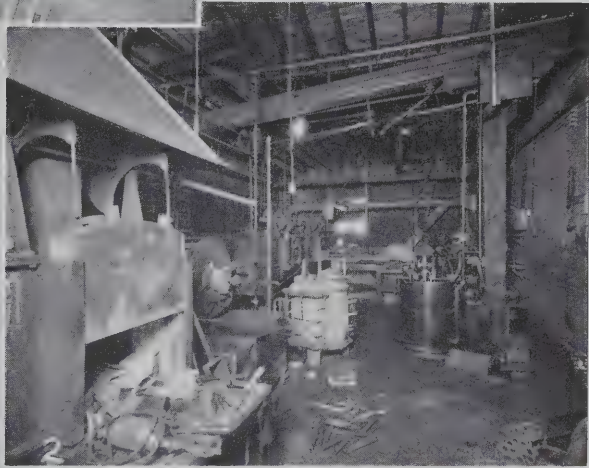
Airplane View
of
PENICK & FORD,
LTD.,
Incorporated.
Manufacturers of
Corn and Sugar
Cane Products.

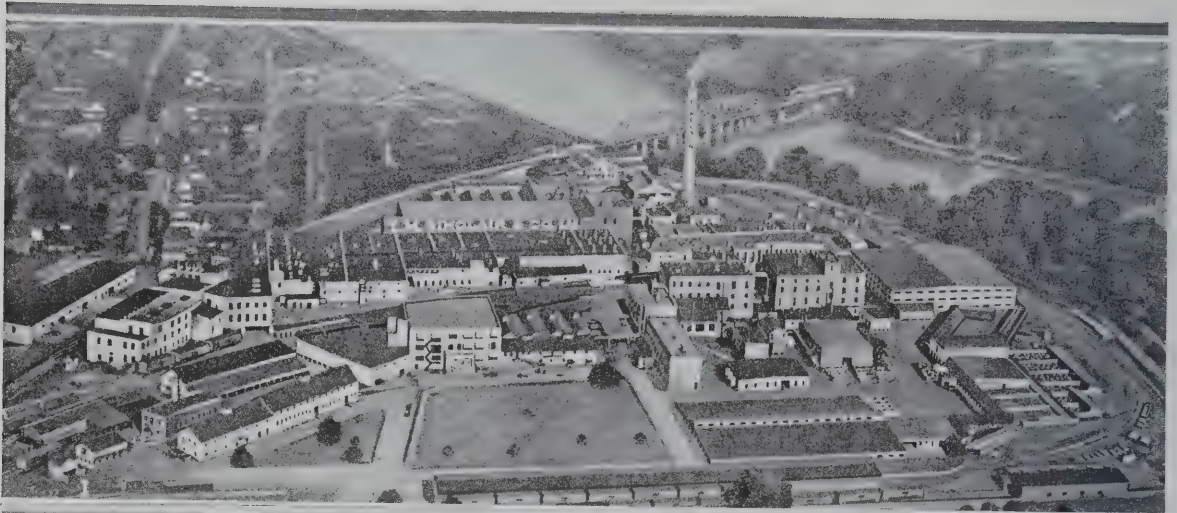


CEDAR RAPIDS
ENGINEERING
COMPANY,

Manufacturers of the
Kwik-Way Line of
Service Shop Equip-
ment.

- 1—View of the As-
sembling Dept.
- 2—Views of Heat
Treating Room.
- 3—Section of Ma-
chine Shop.

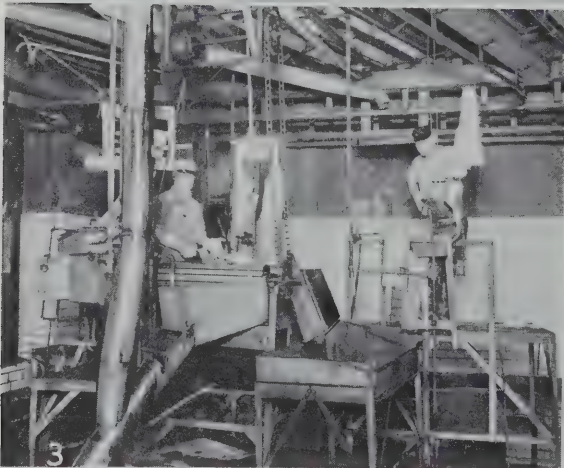
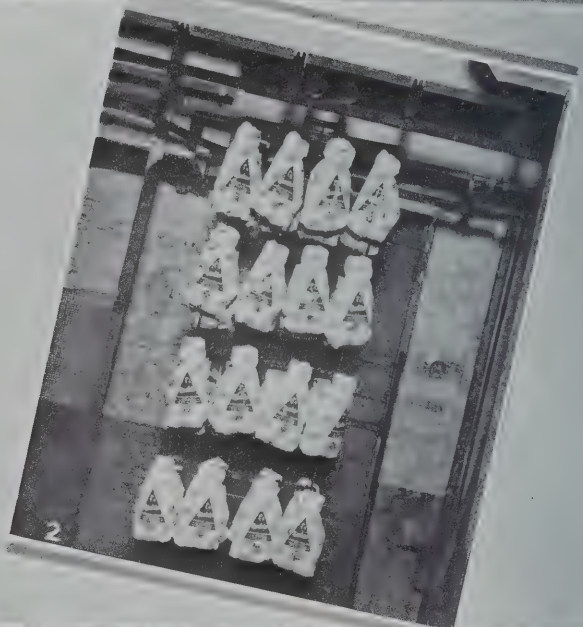




Airplane View
of the Plant
and three
Interior Views

T. M. SINCLAIR
& Co., Ltd.

- 1—Airplane View of
the Plant.
- 2—Fidelity Smoked
and Wrapped
Ham.
- 3—U. S. Government
Employees In-
specting Hogs at
time of Slaughter.
- 4—The New Cutting
Floor.

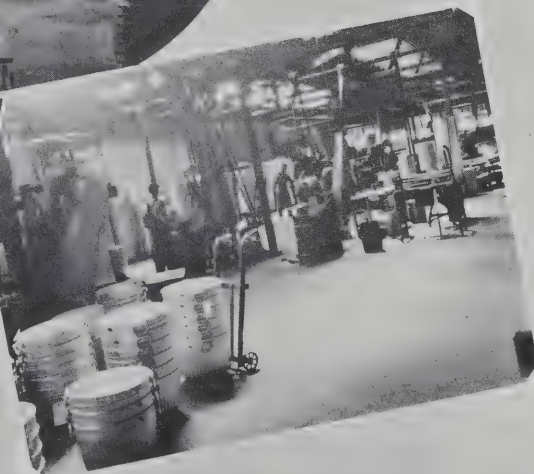




Views showing the
Office Building and
splendidly equipped
Plant of the

**HALL
MANUFACTURING
COMPANY.**

Hall Hardware.
Coal Yard Supplies.
Dairy Barn Equip-
ment.
Red Top Hog Houses
Hog Feeders and
Waterers.



CEDAR RAPIDS, IOWA

WAGES

The rates paid for various types of skilled labor are affected somewhat by the rates paid in other Midwest cities. In the building and printing trades the rate scales are appreciably lower than in Chicago. Unskilled and factory labor receives from 38 to 60 cents per hour, with from forty-eight to fifty-four hours as the usual weekly hours of employment.

The majority of manufacturers give preference to time wages either by the hour or week. Several use piece rates and two use an incentive wage plan. The majority of plants operated one shift per day, although six worked two shifts and one plant operated on three shifts. There is apparently no difficulty in working these shifts on extra time.

Labor conditions in Cedar Rapids are excellent. There is no housing problem; housing conditions are both excellent and satisfactory. Cedar Rapids has no congested transportation problem, and there is little difficulty for the majority of workers to get to and from their places of employment. Many employees live within walking distance of the factory. The local street rail-

ways provide excellent transportation service.

Another factor making the labor supply of Cedar Rapids especially desirable is the low percentage of illiteracy in the county, estimated at 0.61 per cent. From the standpoint of education, 12.91 per cent of the population nineteen years of age or over have attended some College or University; 29.07 per cent, or nearly one-third, have attended High School; and 68.41 per cent, or over two-thirds, have reached or completed the eighth grade in school.

Cedar Rapids is almost entirely free from labor troubles. The Cedar Rapids Plan for adjusting labor disputes in building trades has been in successful operation for a number of years. In general, all disagreements in regard to wages and working conditions have been settled by arbitration, provided by this Cedar Rapids Plan. While it does not directly affect wages or working conditions in the factories, it has exerted considerable influence in developing amicable employment relations.

Summing up, therefore, the labor situation in Cedar Rapids

CEDAR RAPIDS, IOWA

is excellent. The workers are intelligent Americans enjoying good health and excellent working conditions. Educational facilities are probably unsurpassed anywhere and the city is free from labor friction or foreign agitation. No wonder, then, that Cedar Rapids factories enjoy such high production per employee, with low cost per unit of output.

FUEL AND POWER

Coal is brought in both from Iowa and Illinois fields. Freight rates from the Iowa fields 100 to 160 miles distant are from \$1.25 to \$1.47 per ton. The freight rate from the Springfield district is about \$2.52 per ton, and from southern Illinois about 30 cents higher. Coal prices at the mines vary with market conditions. Steam coal is bought either on open market or contract basis.

Power facilities are unrivalled. While some establishments generate their own power, the larger portion by far purchase electricity for power, light or heat. This electricity is produced and sold in Cedar Rapids by the Iowa Railway and Light Corporation, owned and operated by Cedar Rapids business men. This Company operates its own steam-generating plant and a hydro-

electric plant. Its total capacity is 40,000 Kilowatts, with plans under way for installing an additional 12,500 Kilowatt load. Rates are on a sliding scale based on a demand and energy charge. As compared with other cities, the rate on electricity as well as gas is very favorable to industry.

Gas is produced by the Cedar Rapids Gas Company, a subsidiary of the United Light and Power Company. Its daily capacity is 2,000,000 cubic feet with an average daily send-out of 1,205,000 cubic feet. Gas rates are on a sliding scale ranging from \$1.35 for the first 5,000 cubic feet to 80 cents where over 150,000 cubic feet are used.

The water rates, from a municipally owned plant, range from 19 cents per hundred for the first 500 cubic feet to 5 cents per hundred for all over 102,000 cubic feet used, with all rates subject to 15 per cent discount in fifteen days.

TAXES

Taxes are computed on an assessed valuation that is somewhat less than one-half the actual value. In 1927 the combined tax rate was 169.50 mills, made up for city, county and state as follows:

CEDAR RAPIDS, IOWA

	Mills
State and County	36.00
School	77.10
General	25.39
Fire and Fire Maintenance	9.72
Fire Bond51
Sewer Bond	1.68
Library	2.80
Park	3.05
Park Purchase16
Park Improvement45
Bonds	1.45
Bridge	3.20
Bridge Maintenance	1.22
Playgrounds	1.00
Memorial Bond	3.28
Memorial Maintenance50
River Front	1.99
	164.05

It is significant of the progress of Cedar Rapids that municipal improvements have largely been paid for. Tax payments are devoted chiefly to present building and operation rather than for paying interest on accumulated indebtedness.

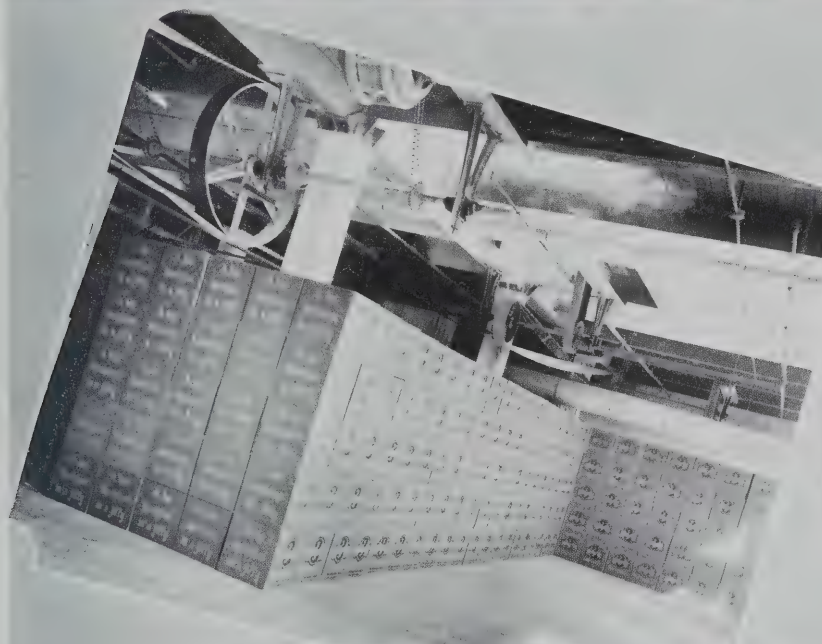
SITES AND BUILDINGS

In Cedar Rapids there are numerous parcels of trackage and other land available for industrial uses. Most of these are reached by paved streets, city water and other conveniences. While free sites and bonuses are not offered to incoming industries, ample facilities are pro-

vided for examining these sites so that any prospective industrialist may select the property suitable to his specific needs. Sites for rental space, either with or without switching facilities, are immediately available. Local industries are frequently housed in the same building. The amount of the rental compares favorably with similarly situated Middle Western cities and is probably much lower than in larger places.

Building costs here will compare very favorably with similarly situated cities. Local building labor is highly efficient. Because of the magnitude and continuity of building operations in Cedar Rapids, there is always an ample supply of expert building mechanics and good labor. Wage rates are somewhat lower than in larger cities and materials obtainable at reasonable prices comparing most favorably with those at similar points in the Middle West.

It is interesting to note that Cedar Rapids has been rated fourth by the National Board of Underwriters from the standpoint of insurance. Fire protection is excellent and adequate. Approximately 205 acres of land are now occupied by Cedar Rapids' present industries. Total number of buildings in use is 420.



General Offices
and Mill of the
THREE MINUTE
CEREALS Co.,
together with view
of 3-Minute Oat
Flakes packed
ready for ship-
ment, and a view
showing a battery
of labeling
machines.



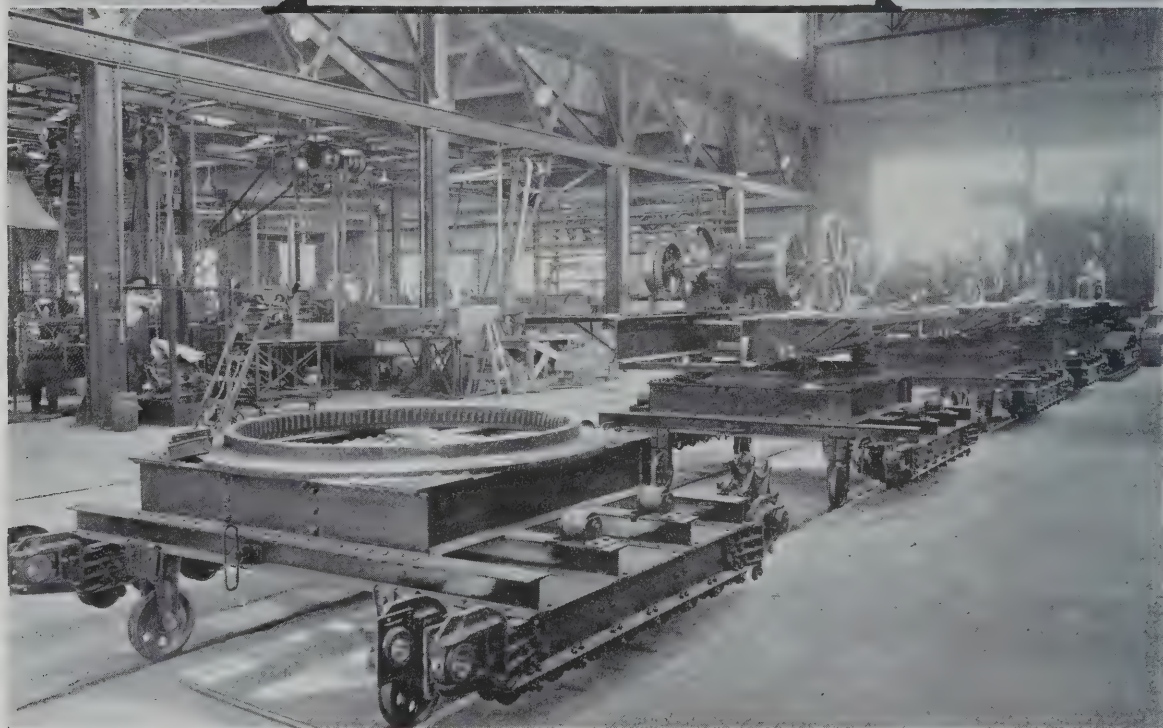


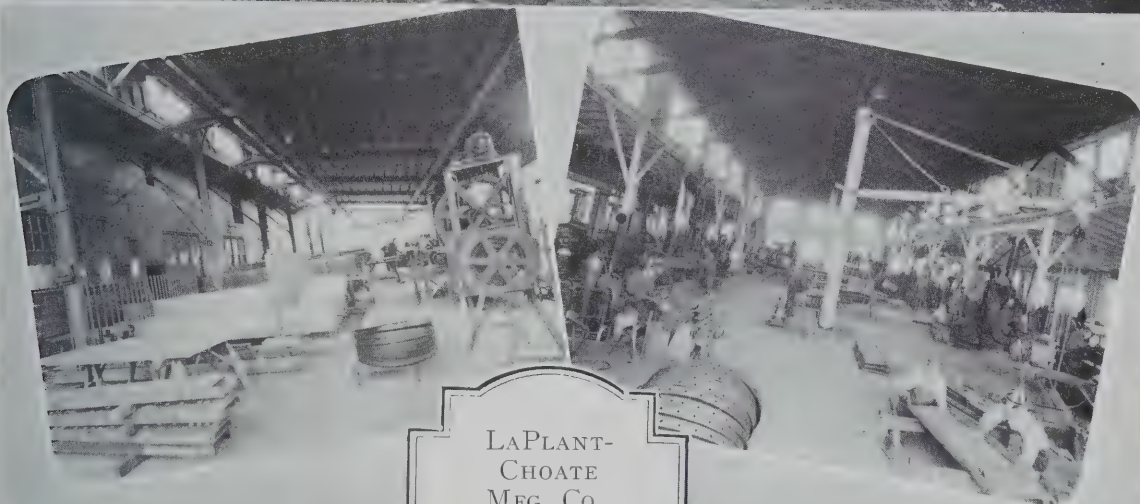
NORTHWEST CORNER DAYLIGHT FACTORY OF
SPEEDER MACHINERY CORPORATION,
Manufacturers of Shovels, Pullshovels, Skimmers,
Cranes, Draglines, Piledrivers, and Backfillers.

CEDAR RAPIDS, IOWA.

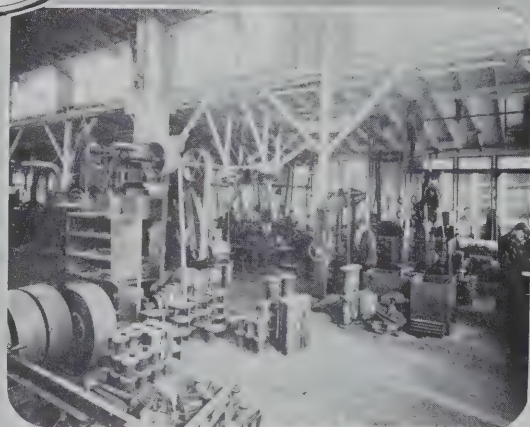


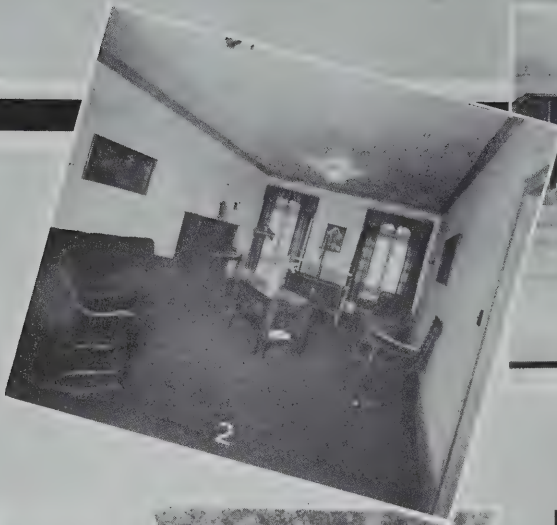
ASSEMBLY LINE SHOWING METHOD OF ASSEMBLY
SPEEDER CONVERTIBLE EXCAVATORS—MACHINE
AT END FINISHED AND READY FOR
LOADING STATION.





LA PLANT-
 CHOATE
 MFG. CO.,
 Inc.
 Manufacturers of
 Snow Plows,
 Dump Wagons,
 Bulldozers
 and Trailers.

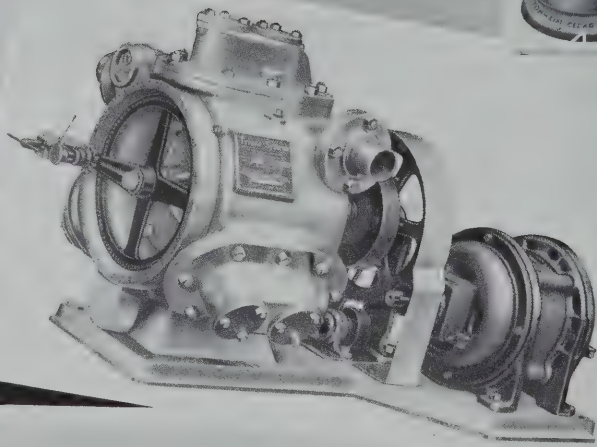
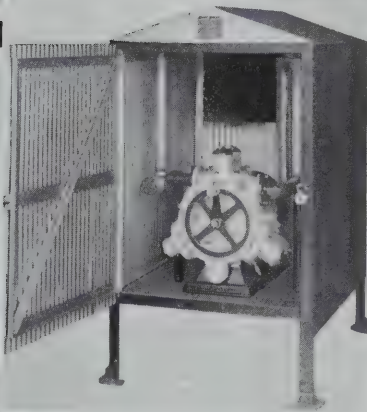




1-2-3
 CLAUSEN
 FUNERAL TEMPLE,
 Two Interior and
 Exterior Views.

◆◆◆

4-5-6
 Products of
 THE TOKHEIM CO.,
 Manufacturers of
 Visible Gasoline Pumps,
 Triune Power Measuring
 Pumps,
 Aviation Gasoline Dispensing
 Equipment,
 "Vac" Vinegar and Oil
 Measuring Outfits,
 "Vac" Water
 Extractors.



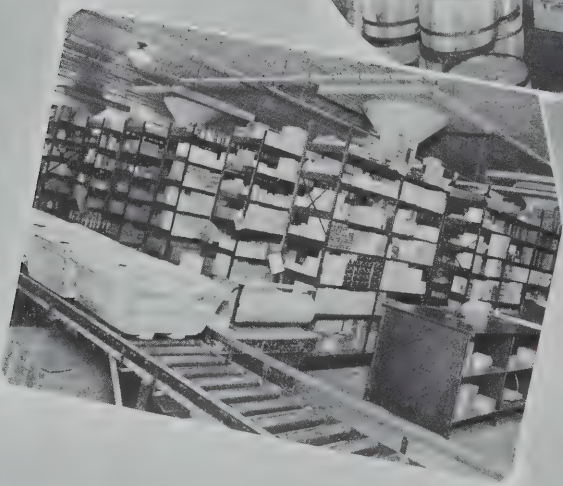


Views of Interiors
and Exteriors
of the
TERRY-DURIN
COMPANY.
Wholesale
Electrical
Supplies.





Views of Exterior
and Interiors
of Iowa's Largest
Wholesale Drug
Company,
CHURCHILL DRUG
COMPANY.
Cedar Rapids,
Burlington,
Peoria,
Omaha.





Office Building
and Interiors
of the
Welch-Cook-Beals Co.
Wholesale
Dry Goods.
Manufacturers of
Welch's Standard
Work Clothes.



C E D A R R A P I D S , I O W A

TRANSPORTATION

From a traffic standpoint, Cedar Rapids is ideally situated. It is served by the following trunk lines:

Chicago & Northwestern Railway main line serving all points between Chicago, Peoria, Milwaukee, and all Iowa, Nebraska, South Dakota, Wyoming and Southern Minnesota.

Chicago, Rock Island & Pacific main line, serving Chicago, Peoria, St. Louis, Burlington, and Northern Iowa, Minneapolis, St. Paul, Minnesota, Northwestern Iowa and South Dakota.

Chicago, Milwaukee, St. Paul & Pacific. Six miles to main line serving Chicago and Illinois, Milwaukee and Wisconsin, and Iowa, South Dakota and the Missouri River, and a direct line to Kansas City.

Illinois Central Railway operates a branch line between Cedar Rapids and the main line forty-two miles away, serving Chicago, Sioux Falls, S. D., Omaha, Nebr., and Albert Lea, Minn.

Waterloo, Cedar Falls & Northern Railway, serving Cedar Rapids, Waterloo, Waverly and furnishing direct connections at Waterloo and Waverly with the Chicago Great Western with through freight rate.

The Cedar Rapids & Iowa City Railway furnishing direct service to Iowa City, making direct connections with the Chicago, Rock Island & Pacific main line be-

tween Chicago, Omaha and Denver.

The Chicago, Burlington & Quincy is reached through the Rock Island at Burlington and Rock Island, and through the Milwaukee at Ottumwa. The Wabash Railway is also reached by way of Ottumwa and Des Moines.

Cedar Rapids railroad lines reach from Duluth to New Orleans and from Chicago to Seattle.

Cedar Rapids is in almost the exact center of a circle comprising some of the largest railroad terminals of the Midwest, such as Chicago, Milwaukee, St. Paul, Minneapolis, Sioux City, Omaha, St. Joseph, Kansas City, St. Louis, and Peoria. Cedar Rapids ships from the center rather than from the rim of this traffic wheel, with a resultant beneficial saving in time and freight.

BASIS FOR FREIGHT RATES

Inter-state freight rates are generally on a graded basis between Chicago and the Missouri River and between St. Louis and Minneapolis. Iowa inter-state rates are on a distance basis and the greater portion of Iowa is

CEDAR RAPIDS, IOWA

reached by single line routes and at reasonable rates. Terminal congestions can be avoided by a choice of numerous routes. Car supply is excellent.

FREIGHT RATE ADVANTAGES

The outstanding rate adjustment for which Cedar Rapids is noted is the milling in transit for grain and products thereof. Owing to its central location, Cedar Rapids can draw and assemble grain moving from a wide area through Kansas City, St. Joseph, Omaha, Sioux City, Minneapolis, St. Paul, Duluth, and ship through St. Louis, Peoria, Chicago, Milwaukee, etc., into the densely populated East on a through rate basis. A very liberal west, south and north-bound transit is also available at through rates.

Rates on fresh and cured meat products are also adjusted with fair relation to the large packing centers.

FREIGHT SERVICE

Due to the heavy density of freight in traffic through the Cedar Rapids district in all directions, the service in reaching destinations is unusually good.

SWITCHING

The railroads at Cedar Rapids have a reciprocal switching arrangement whereby the switching charges of the delivering railroad are absorbed by the road haul line. This enables industries to receive grain, coal and supplies over several available routes without a penalty in the charges because the industry happens to be served by one switching line. Out-bound products are also handled under a similar arrangement. The switching service in Cedar Rapids is unusually good. In Cedar Rapids are the shops of the Chicago, Rock Island & Pacific Railway, which make available many engines at all times. The Chicago, Milwaukee, St. Paul & Pacific Railway division point is at Marion, only five miles away, and provides ample engine service in addition to the regular requirements. The Chicago & Northwestern Railway is well supplied, as it serves the large Quaker Oats plant. The service of the Illinois Central Railway is very good. The service on the Cedar Rapids & Iowa City Railway connecting Cedar Rapids with railroads diverging at Iowa City is also excellent.

C E D A R R A P I D S , I O W A

TRAFFIC BUREAU

The business men of Cedar Rapids maintain a freight traffic bureau, where complete files of tariffs are kept and competent men are employed to interpret these tariffs and give correct information as to rates, routes and other transportation problems.

This Bureau is constantly alert to correct any discrimination that may arise against the industries located here, and to secure proper alignment of rates in and out of Cedar Rapids. This is in the nature of insurance on freight costs. The Bureau co-operates with the traffic managers of individual firms and helps to solve the problems that confront the particular industry. This is but one of many indications that Cedar Rapids is interested in the welfare of its industries and its citizens.

CITY AND STATE LAWS AFFECTING INDUSTRY

The ordinances of the city of Cedar Rapids are favorable to the location and operation of industry. Cedar Rapids has a modern Building Code, a Zoning Ordinance, and such other measures

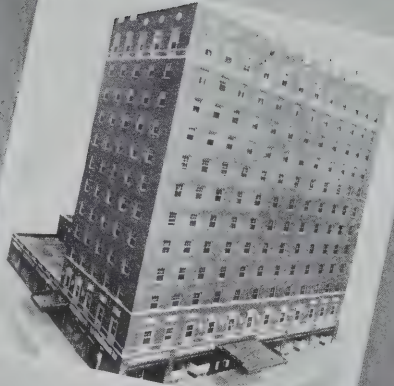
as are usually found in progressive American cities.

The laws of the State of Iowa are likewise favorable to industry. This State has no income tax law. It has a Child Labor Law, a Workmen's Compensation Law, and measures affecting the health and safety of industrial employees.

OPPORTUNITIES FOR AGGRESSIVE SELLING

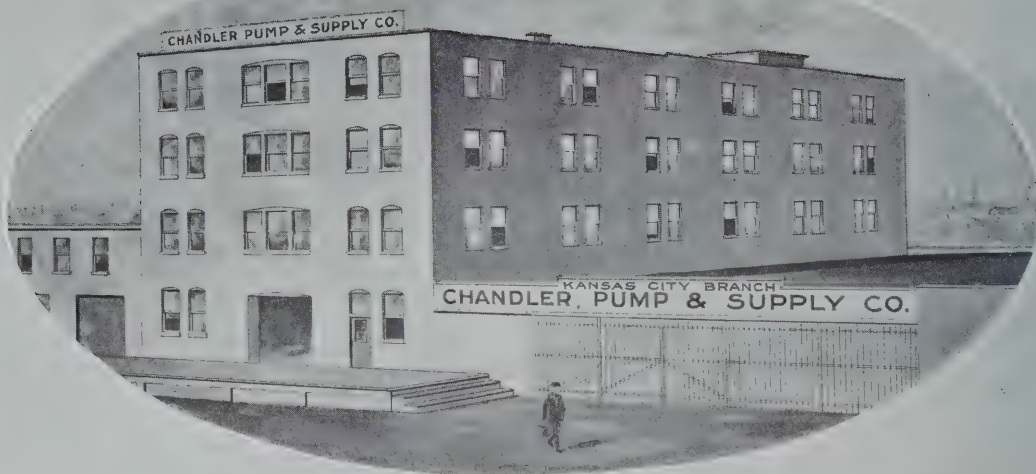
In this book we have set forth facts and reproduced illustrations to show you that Cedar Rapids is a successful, industrious community, a city of homes, ideally situated from the standpoint of both manufacturer and employee alike. We have pointed out the extent of Cedar Rapids' trade territory, the size of its bank clearings, the fact that it has neither known a boom nor a bank failure. You have had evidence presented to show that Cedar Rapids is essentially a wonderful place in which to live as well as to do business.

In other words, Cedar Rapids presents an ideal situation in every respect for the manufacturer, jobber or retailer seeking a permanent location.



These outstanding
new structures in
Cedar Rapids,
Memorial Building,
Roosevelt Hotel,
Shrine Temple,
Iowa Theater Bldg.,
C. R. Country Club,
and
Commonwealth Apts.,
all built by the
O. F. PAULSON
CONSTRUCTION
COMPANY.





CHANDLER
PUMP CO.
Manufacturers of
Hot Air Furnaces,
Steam and Hot
Water Boilers.
Jobbers of
Plumbing and
Heating
Material.
Cedar Rapids, Ia.
Kansas City, Mo.

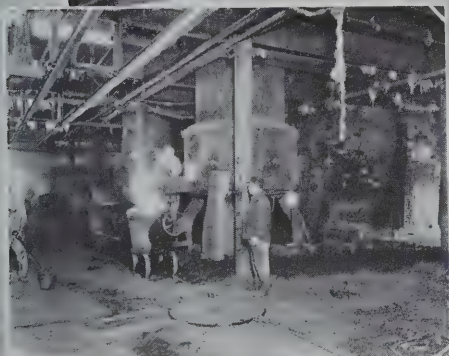


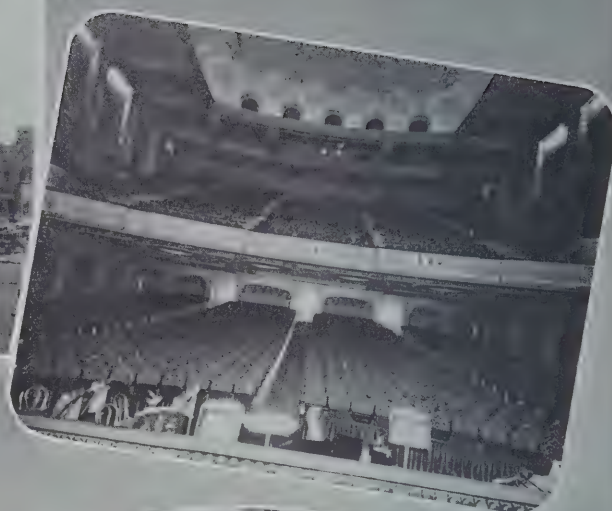


Upper four pictures
show views of
**JOHN BLAUL
SONS Co.**
Wholesale Grocers.

Lower four pictures
show the Plant and
three Interior Views
of the

**HOLLAND
FURNACE**
Cedar Rapids Factory





CAPITOL THEATER

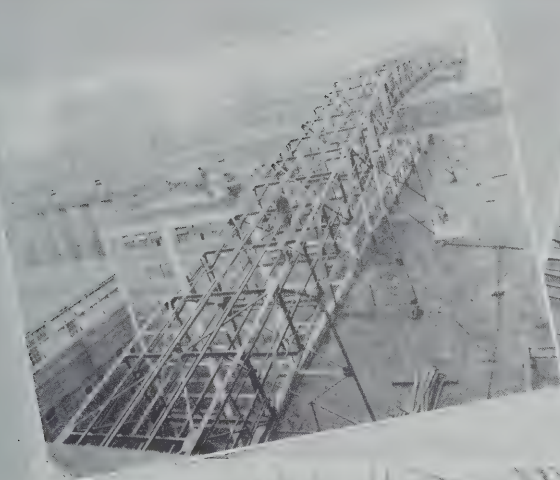
is the latest show
place to open in
Cedar Rapids.
Owned by Century
Building Corp.

All buildings on this
page as well as
other outstanding
public structures
built by

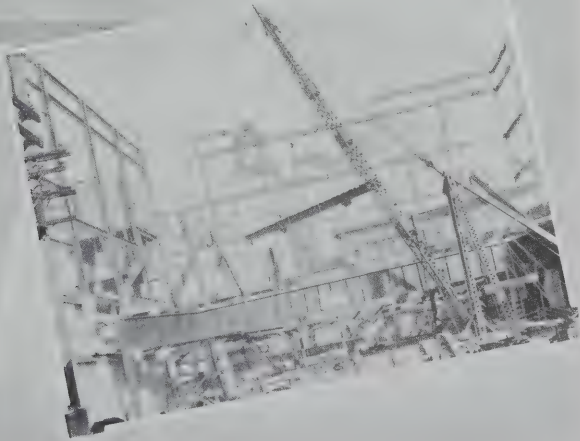
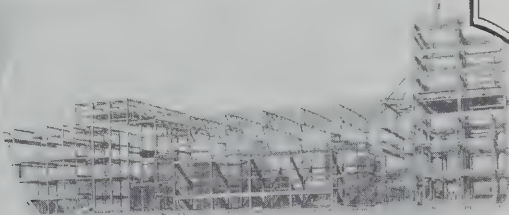
THEODORE STARK
& Co.

Cedar Rapids, Iowa.
Milwaukee, Wis.





Structural Steel for
Linn County Court
House,
Commonwealth Apts.,
Memorial Building,
Merchants National
Bank,
and
Capitol Theatre,
Furnished by
IOWA STEEL &
IRON WORKS.

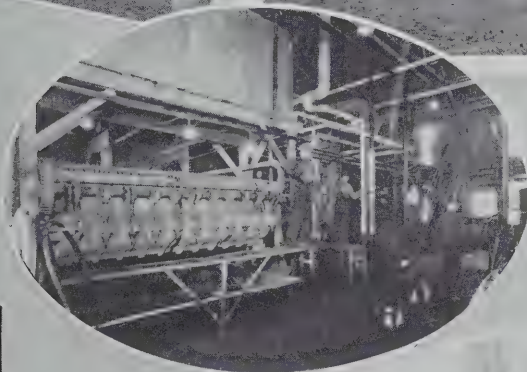
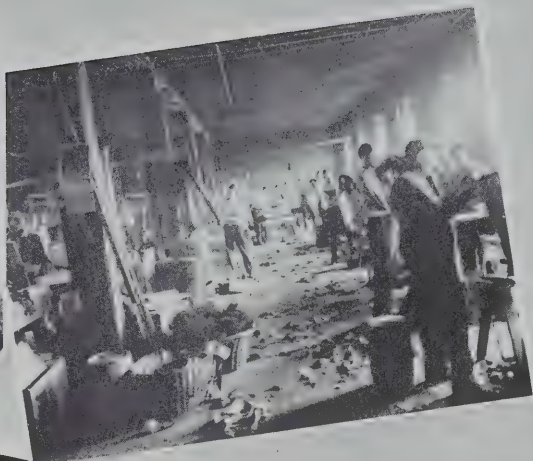




Electrical Work
in

Memorial Building,
Roosevelt Hotel,
Shrine Temple,
Capitol Theater,
Iowa Theater,
done by the
ROBERTSON
ELECTRICAL CO.,
Cedar Rapids,
Iowa.

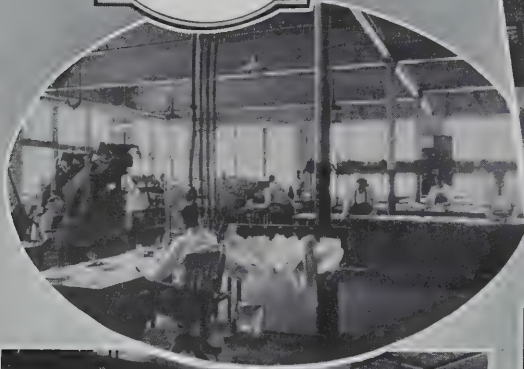


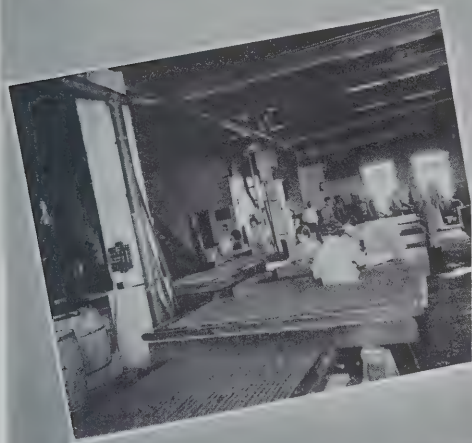


PARLOR
 FURNITURE
 MFG. CO.,
 Makers of
 High Grade
 Furniture.
 —◆—
 WACONIA
 SORGHUM MILLS,
 One of
 Cedar Rapids'
 Newest
 Industries.



Plant and
Equipment
of
Eastern Iowa's
Greatest Daily
and Sunday
Newspaper.
GAZETTE AND
REPUBLICAN.





CEDAR RAPIDS
CANDY CO.
The Home of
Acme Chocolates

—◆—
TRIBUNE
PUBLISHING
COMPANY
Home of
The Cedar Rapids
Tribune,
Labor Newspaper.

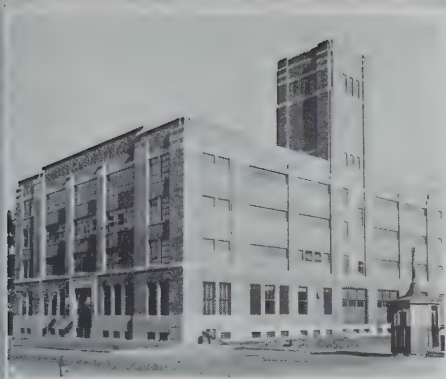




Office Exterior,
Plaster Mill,
Interior of Office,
Sand Dredge
and
Sand Plant.

KING'S CROWN
PLASTER CO.





Views of
Cedar Rapids Branch
Wholesale Hardware

HARPER
&
McINTIRE

Where
Peter Pan Bread
Is Made.
Views of the
PETERSON
BAKING CO.





CASTONE
PRODUCTS Co.,
Makers of Plastic
Building Specialties.

CONCRETE
PRODUCTS Co.,
Manufacturers of
Burial Vaults,
Building and
Haydite Blocks.

DAY CROCKERY
COMPANY.

REEL
PRODUCTS Co.,
Manufacturers of
Early Riser Dry Yeast
and
Reel Barley Malt.





Exterior and
interiors
CEDAR RAPIDS
PAPER BOX Co.,
—♦—
Two
SKELLY OIL Co.
Service Stations,
together with
warehouse and
service trucks.



General Hospital,
University Iowa;
Merchants National
Bank, Cedar Rapids;
Chemistry Building,
University Iowa;
Ottumwa High
School,
are outstanding ex-
amples of buildings
of cut stone, fur-
nished by

THE
EDWARD EDINGER
Co.

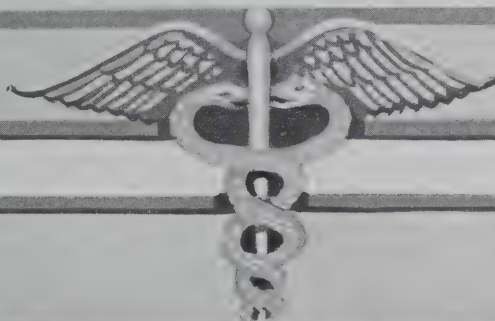


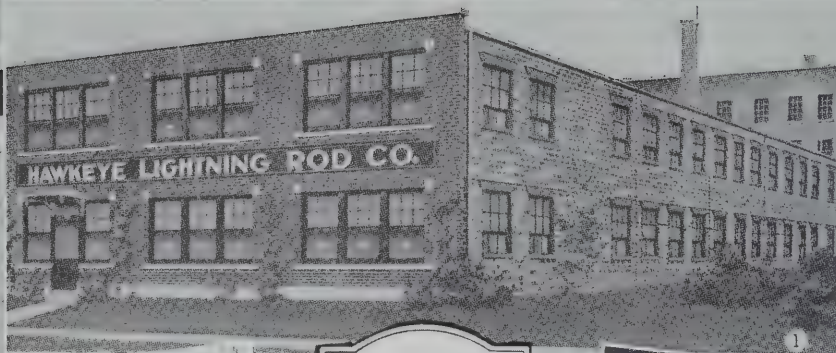
MEMBERS of LINN COUNTY MEDICAL SOCIETY

CEDAR RAPIDS

R. C. Alt	H. R. Hess	W. E. Owen
Fred W. Bailey	C. T. Houser	W. E. Peschau
David E. Beardsley	C. E. Irwin	J. C. Petrovitsky
J. Norman Bickert	H. M. Ivins	H. E. Pfeiffer
Ben Broghammer	Florence Johnston	R. D. Proctor
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J. W. Eckstein.....	Central City	J. T. Grayston	Marion
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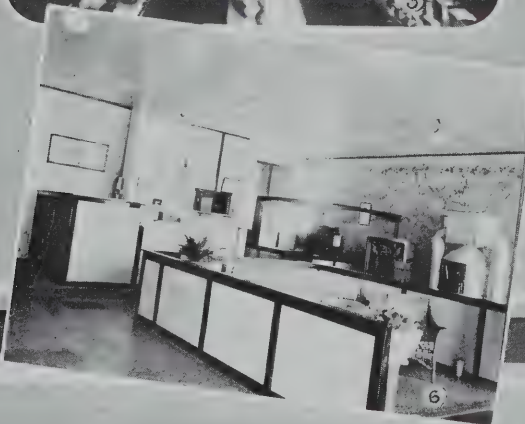
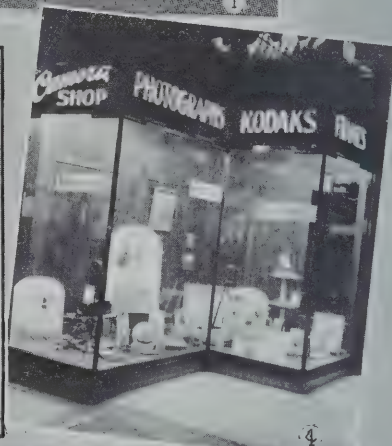
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Average member of Rock Island employees represented above.....	4,200
Annual payrolls of employees living in Cedar Rapids.....	\$2,216,000.00
Number of employees living in Cedar Rapids	1,385
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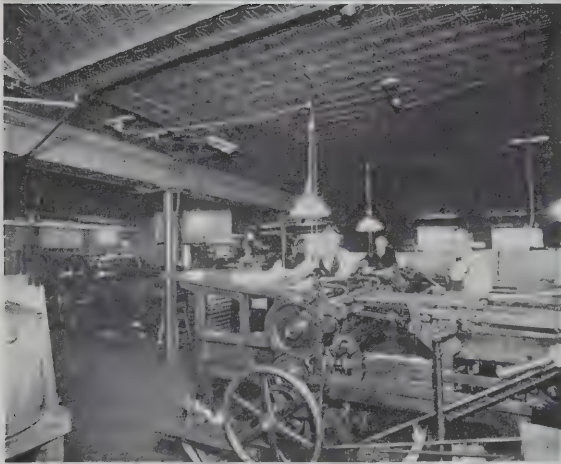
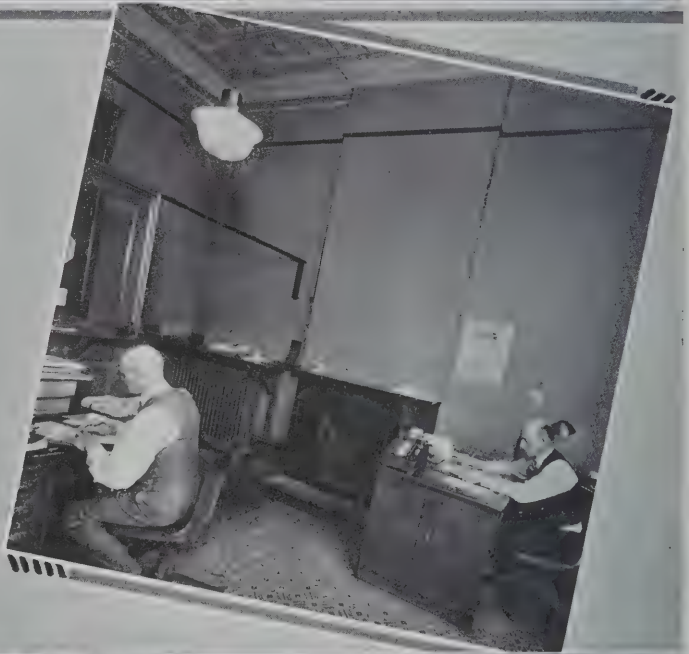
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*"I dreamed in a dream I saw a city invincible
to the attacks of the whole of the rest of the
earth,*

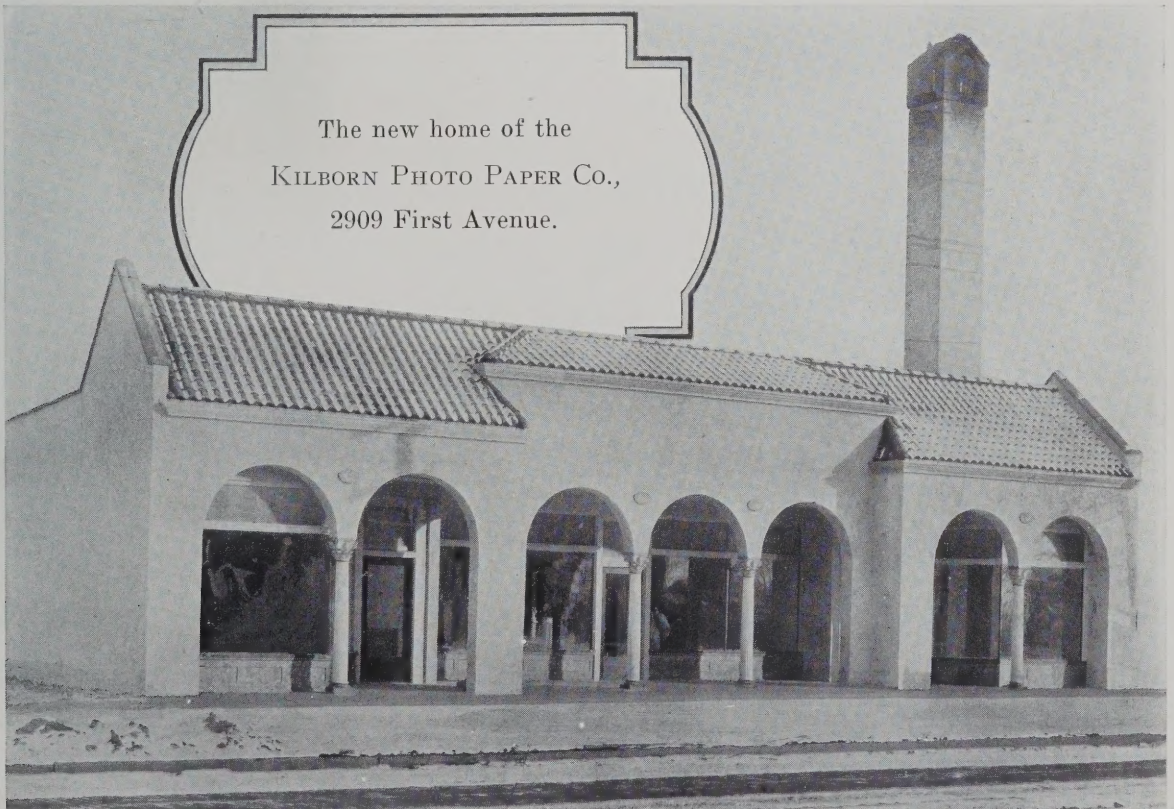
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*Nothing was greater there than the quality of
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*It was seen every hour in the actions of the
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And in all their looks and words."

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